

Scientific Research Association for Economics and Finance (SRAEF)

Gokhale Sastri Institute, New No.22, Karpagambal Nagar,
Mylapore, Chennai - 600 004

E - mail: sraefindia@hotmail.com Mobile : 98400 92850

Dr.A.M.Swaminathan, IAS (Retd.)

Chairman
and Members of the Board of Trustees

Cordially invite you to a

Lecture by

Mr.B. Venkatesh

Managing Principal, Navera Consulting,
and Columnist, Hindu Business Line

on

" Are we rational decision makers?"

on Wednesday, May 12, 2010, at 6.00 P.M

at Srinivasa Sastri Hall (A/c),

Luz, Mylapore, Chennai - 600 004

(Next to Mylapore Club)

5.30 p.m : Tea

Mr. B. Venkatesh

Mr.Venkatesh Bangaruswamy is the founder and Managing Principal of Navera consulting a firm that offers wealth-mapping and investor-learning solutions. He has over 15 years experience in the financial markets. He has served in various positions in the industry-as Head of Research at an Indian brokerage firm and as the Financial Markets Editor for The Hindu Business Line. He later went to Canada, where he trained investment advisors in the field of portfolio management. Mr.Venkatesh creates wealth maps that enable people realize their investment objectives and achieve financial freedom. He also enables asset management firms set-up best-practice standards and procedures to become compliant with the Global Investment Performance Standards created and administered by the CFA Institute, US. He has co-authored research papers that were presented at the Asia-Pacific Risk and Insurance Association. His research interests include Behavioral Finance, Derivatives, Portfolio Management and Fixed Income Securities.

Mr.Venkatesh has conducted courses on Derivatives Securities, Behavioral Finance, Security Analysis and Portfolio Management, Financial Engineering Applications and Fixed Income Securities at leading institutions such as IIM Bangalore, National Institute of Securities Market, Institute for Financial Management and Research, and Great Lakes Institute of Management He is a well-known columnist for the Hindu Business Line. He currently authors two columns in its Sunday edition called "Investment World". One column, named "Simple Economics", discusses economics and behavioral psychology. This column is currently in its 13th year of publication and has been successfully converted into an e-book. The other column, "Micromotives", discusses trading and portfolio management strategies.

Mr. Venkatesh holds a CFA-charter from the CFA Institute, US. Besides, he is a Certified Financial Risk Manager from the Global Association of Risk Professionals, US and a Professional Risk Manager from the Professional Risk Managers' International Association, US. He is also a Fellow Member of the Institute of Chartered Accountants of India.
