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पूंजी बाजार एवं जोखिम प्रबंध केंद्र
**CENTRE FOR CAPITAL MARKETS
& RISK MANAGEMENT**

- **PIE Speaker sessions** -

Date: March 19th, 2021

What is Financial Knowledge?

TIME: 7PM (IST) || [REGISTER HERE](#)

Speaker - Prof. Utpal Dholakia



George R. Brown Professor, Marketing, Jesse H. Jones Graduate School of Business, Rice University in Houston, Texas.

His research interests lie in studying motivational psychology, financial savings, financial awareness, and financial decision-making of individuals.

His recent works in this area are -

Chowdhry, Nivriti and Utpal Dholakia (2020), "Know thyself financially: How financial self-awareness can benefit consumers and financial advisors," Financial Planning Review, in press.

Dholakia, Utpal M., Leona Tam, Sunyee Yoon and Nancy Wong (2016), "The ant and the grasshopper: Understanding personal saving orientation of consumers," Journal of Consumer Research, 43(1), 134-155.

Tam, Leona and Utpal M. Dholakia (2014), "Saving in cycles: How to get people to save more money," Psychological Science, 25(2), 531-537.