

“Asset Pricing with Narrative Churn”  
**Leland Bybee** (Presenter; *University of Chicago - Booth School of Business*)  
Hongyu Wu (*Kansas State University - Mike Wiegiers Department of Electrical and Computer Engineering*)

“Political Sentiment and Innovation: Evidence from Patenters”  
**Joey Engelberg** (Presenter; *University of California, San Diego - Rady School of Management*)  
William Mullins (*University of California, San Diego - Rady School of Management*)  
Richard Townsend (*University of California, San Diego - Rady School of Management*)

“Social Learning and Sentiment Contagion in the Bitcoin Market”  
**Bing Han** (Presenter; *University of Toronto - Joseph L. Rotman School of Management; Chinese University of Hong Kong – CUHK Business School*)  
Haoyang Liu (*Federal Reserve Banks - Federal Reserve Bank of Dallas*)  
Pengfei Sui (*Chinese University of Hong Kong, Shenzhen - School of Management and Economics*)

“Investors Talking All Around the World”  
**Byoung-Hyoun Hwang** (Presenter; *Nanyang Technical University - Nanyang Business School*)

“A Cognitive Foundation for Perceiving Uncertainty”  
**Alex Imas** (Presenter; *University of Chicago - Booth School of Business*)  
J. Aislinn Bohren (*University of Pennsylvania - Centre for Economic Policy Research*)  
Josh Hascher (*University of Chicago - Booth School of Business*)  
Michael Ungeheuer (*Aalto University - School of Business*)  
Martin Weber (*University of Mannheim - Department of Banking and Finance*)

“Is Fraud Contagious? Social Connections and the Looting of COVID Relief Programs”  
**Sam Kruger** (Presenter; *University of Texas Austin - McCombs School of Business*)  
John M. Griffin (*University of Texas Austin - McCombs School of Business*)  
Prateek Mahajan (*University of Texas Austin - McCombs School of Business*)

“Social Interaction Intensity and Investor Behavior”  
**Yaron Levi** (Presenter; *University of Southern California - Marshall School of Business*)  
Michael Gelman (*University of Delaware - Alfred Lerner College of Business and Economics*)  
David Hirshleifer (*University of Southern California - Marshall School of Business - Finance and Business Economics Department; National Bureau of Economic Research (NBER)*)  
Liron Reiter Gavish (*Netanya Academic College - School of Business Administration*)

“Social Media and Stock Market Participation”  
**Karsten Müller** (Presenter; *National University of Singapore - National University of Singapore Business School*)  
Yuanyuan Pan (*National University of Singapore, NUS Business School*)  
Carlo Schwarz (*Bocconi University - Department of Economics*)

“Wisdom or Whims? Decoding Investor Trading Strategies with Large Language Models”  
**Lin Peng** (Presenter; *Baruch College - Zicklin School of Business*)  
Shuaiyu Chen (*Purdue University – Mitchell E. Daniels, Jr. School of Business*)  
Dexin Zhou (*Baruch College – Zicklin School of Business*)



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UNIVERSITY OF SOUTHERN CALIFORNIA

# Conference on Social and Behavioral Finance

University of Southern California  
Marshall School of Business

Location:  
University of Southern California  
Fertitta Hall - JFF-236  
610 Childs Way  
Los Angeles, CA 90089  
November 22-23, 2024

CONFERENCE SPONSORED BY



Thursday Nov 21, 2024	
Speakers arrive and check in at Westin Bonaventure Hotel DTLA	
Friday Nov 22, 2024	
8:30 AM - 9:15 AM Conference Check-in and Breakfast - USC JFF-236	
9:15 AM - 9:30 AM Welcome Remarks, David Hirshleifer	
Session 1:	
9:30 AM - 10:10 AM	
Political Sentiment and Innovation: Evidence from Patenters Presenter: Joseph Engelberg - University of California, San Diego - Rady School of Management	
10:10 AM - 10:50 AM	
Is Fraud Contagious? Social Connections and the Looting of COVID Relief Programs Presenter: Sam Kruger - University of Texas Austin - McCombs School of Business	
10:50 AM - 11:10 AM Coffee Break	
Session 2:	
11:10 AM - 11:50 AM	
A Cognitive Foundation for Perceiving Uncertainty Presenter: Alex Imas - University of Chicago - Booth School of Business	
11:50 AM - 1:10 PM Lunch - Amy King Dundon-Berchtold University Club of USC	
Session 3:	
1:10 PM - 1:50 PM	
Social Media and Stock Market Participation Presenter: Karsten Müller - National University of Singapore – NUS Business School	
1:50 PM - 2:30 PM	
Social Interaction Intensity and Investor Behavior Presenter: Yaron Levi - University of Southern California - Marshall School of Business	
2:30 PM - 2:50 PM Coffee Break	
Session 4:	
2:50 PM - 3:30 PM	
Wisdom or Whims? Decoding Investor Trading Strategies with Large Language Models Presenter: Lin Peng - Baruch College - Zicklin School of Business	
3:30 PM - 3:50 PM Coffee Break	
Session 5: Keynote Address	
3:50 PM - 4:40 PM	
Culture, Finance, and Firms Presenter: Paola Sapienza - Northwestern University - Kellogg School of Management Donald C. Clark/HSBC Chair in Consumer Finance	
6:00 PM - 9:00 PM Dinner - Amy King Dundon - Berchtold University Club of USC	

Saturday Nov 23, 2024	
8:30 AM - 9:30 AM	Conference Check-in and Breakfast - USC JFF-236
Session 6:	
9:30 AM - 10:10 AM	
Social Learning and Sentiment Contagion in the Bitcoin Market Presenter: Bing Han - Joseph L. Rotman School of Management - University of Toronto	
10:10 AM - 10:50 AM	
Investors Talking All Around the World Presenter: Byoung-Hyoun Hwang - Nanyang Technical University - Nanyang Business School	
10:50 AM - 11:10 AM Coffee Break	
Session 7:	
11:10 AM – 11:50 AM	
Asset Pricing with Narrative Churn Presenter: Leland Bybee - University of Chicago - Booth School of Business	
11:50 AM - 12:10 PM Closing Remarks	
12:10 PM Farewell Box Lunch	

Conference Website:  
<https://www.marshall.usc.edu/posts/-social-and-behavioral-finance-conference>

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