

Wealth Innovation, Neuro- and Entrepreneurial Results (WINNER)

Best Paper Award

“Measurement of Traders in the Field”

sponsored by *P&K Pühringer Foundation* and *cereneo - center for interdisciplinary research (cefir) charitable foundation*

The Pühringer Group collaborates closely with academic institutions to conduct and support research in financial economics with the ultimate goal of gaining deeper understanding of valuation and decision making processes, in especially market price determination of financial assets. According to the WINNER concept (**Wealth Innovation, Neuro- and Entrepreneurial Results**) this effort is interdisciplinary in nature, combining traditional research in empirical asset pricing with neurofinance and entrepreneurial finance. In order to promote applied research in the fields of neurofinance and neuroeconomics we will organize the **„WINNER“ Best Paper Award 2019**. The prize committee will select the best paper to be awarded **EUR 6'000** and a follow-up paper to be awarded **EUR 3'000**. One of the authors of the awarded papers will be invited to the foundation's International Neurofinance Meeting in Bélesta, South of France, to present the paper and to receive the price. The presentation together with the award ceremony will take place on **Thursday, Oct. 3**. The location will be the *Domaine Riberach* in Bélesta (<http://www.riberach.com/en/>). Costs of travel and accommodation will be reimbursed.

The „WINNER“ Best Paper Award is planned to be awarded on an annual basis and is intended to become an internationally recognized prize. While the award will always aim at empirical studies that are highly relevant for asset management practitioners, the exact focus will vary from year to year. In 2019, the prize **focuses on relevant knowledge gained by studying real-life data**.

The composition of the prize committee reflects the fact that the award is part of a collaboration between ZZ Vermögensverwaltung, P&K Pühringer Gemeinnützige Stiftung, University of Zürich and Stanford University. Members of the committee are:

- Prof. Dr. Thorsten Hens – Professor of Financial Economics, University of Zürich
- Prof. Dr. Brian Knutson – Professor of Psychology and Neurosciende, Stanford University
- Dr. Kai Lutz – Head of Research, cereneo center for interdisciplinary research (cefir)
- Sascha Czerwenka – Research Associate, ZZ Vermögensverwaltung (Schweiz) AG

Criteria for evaluation are relevance for practical application, novelty, and scientific quality and impact. The papers should be in decent shape (no first drafts), but not yet published in an academic journal at the time of submission (accepted for publication and pre-publications allowed). The deadline for submissions is **May 15th 2019**. All papers should be sent to winneraward@cefir.ch in pdf format.