

**ISTANBUL FINANCE CONGRESS 2021**  
**November 4, 2021**

<b>KEYNOTE SESSION</b>	
<b>09.30 – 10.00</b>	<b>Keynote Speaker I - Hakan Aran, CEO, Türkiye İş Bankası</b> <i>'Sustainability and Future of Banking'</i>
<b>10.00 – 10.30</b>	<b>Keynote Speaker II - Prof. Thorsten Hens, University of Zurich, Switzerland</b> <i>'Behavioral Finance in the Era of COVID-19'</i>

**Keynote Speaker I - Hakan Aran, CEO, Türkiye İş Bankası**



**Sustainability and Future of Banking**  
**9.30 – 10.00 @ ROOM 1**

**Summary:** The vision of being the future of banks that creates sustainable value with an inclusive and participatory approach and the efforts to achieve sustainable development and global climate goals.

**Curriculum Vitae**

Born in Antakya in 1968, Hakan Aran graduated from the Computer Engineering Department of the Middle East Technical University in 1990. He completed his master's degree in Management at Başkent University during 2000-2001. He is currently continuing his PhD in Banking at İstanbul Commerce University. Beginning his career at İşbank's IT System Operations Department in 1990 as a Software Specialist, Aran became the Head of IT Solution Development Department in 2005 and promoted as Deputy Chief Executive in 2008. Hakan Aran, was appointed as the 17th Chief Executive Officer of İşbank on 1 April 2021. Being responsible for information technologies, digital banking operations and data management, Aran has played a prominent role in the digital transformation of İşbank. During his career, he also served as the Chairman of İşbank Russia, İşnet, Softtech, Livewell and Gullseye; Deputy Chairman of Anadolu Sigorta and Board Member at Turk Telekom.

## Keynote Speaker II - Prof. Thorsten Hens, University of Zurich, Switzerland



### Behavioral Finance in the Era of COVID-19

10.00 – 10.30 @ ROOM 1

**Summary:** Prof. Hens will introduce the field of Behavioral Finance which integrates psychological concepts into finance to reveal new insights and help us understand many traditional finance puzzles. He will include recent results from the context of COVID-19 pandemic period and its impact on common behavioral patterns.

#### Curriculum Vitae

Thorsten Hens is a Swiss Finance Institute Professor of Financial Economics at the University of Zurich and Adjunct Professor of Finance at Norwegian School of Economics. He was awarded his PhD (1992) and his habilitation (1996) at Bonn University. Before joining the University of Zurich in 1999, Hens held a professorship in Bielefeld, Germany and was a Visiting Professor at Paris and Stanford. Hens has published more than fifty peer reviewed journal articles (among other in *Econometrica*, *Review of Economic Studies*, *Journal of Financial and Quantitative Analysis*, *Review of Finance*) and is the co-author of seven books on various topics in financial economics. Hens's main research areas are behavioural and evolutionary finance. In his behavioural finance research he analyses the typical mistakes investors make and then develops tools to avoid them. In his evolutionary finance research he studies the interaction of investment strategies in order to determine properties for their long run survival.