



FACULTY FOR THIS MDP

Dr Suresh Sood, Director (Brain Value Pty Ltd)

Suresh is one of Australia's foremost experts in Big Data and Machine Learning, applying his knowledge in diverse fields from financial services to social media marketing. He is currently focusing his interests towards applying Natural Language Processing and Artificial Intelligence in the beautification of content and the understanding of human behaviour. He graduated in physics from London University and received a MBA and PhD from the University of Technology, Sydney, where he also has provided thought leadership in the development of the Master of Data Science and Innovation program.



Dr Andreas Hellmann, Director (Brain Value Pty Ltd)

Andreas is an expert in interdisciplinary research adopting innovative technologies, such as eye-tracking, advanced brain monitoring, virtual reality and cognitive assessment technologies, to enhance the comparability and quality of accounting information for decision-making. He is a Chartered Accountant, holds a PhD from Macquarie University, Sydney, and is Associate Editor of the Journal of Behavioral and Experimental Finance. Andreas publishes extensively in leading international journals and is the co-author of a best-selling accounting textbook.



Dr Lawrence Ang, Director (Brain Value Pty Ltd)

Lawrence is a marketing expert who has worked on a diverse range of marketing projects, including advertising pretesting, campaign tracking, pricing, brand health assessment, market sizing, new product evaluation, and customer satisfaction. He has research interests in advertising effectiveness, media studies, customer relationship management, and consumer behaviour. He has a first-class honours in psychology and holds a PhD from the Australian Graduate School of Management. He also teaches on executive MBA programs, and conducts in-house training for corporations.



Dr. Mousumi Singha Mahapatra, Assistant Professor, IPE

Dr. Mousumi Singha Mahapatra is working as an Assistant Professor in Institute of Public Enterprise (IPE), Hyderabad. She has completed her PhD from National Institute of Technology (NIT), Durgapur, West Bengal, in the area of behavioral finance and personal financial planning. She has been awarded fellowship from Indian Council of Social Science Research (ICSSR) for pursuing her PhD and also a UGC-NET qualified professional with MBA in finance and MA in economics. She has more than nine years of teaching and research experience. Her broad area of research interest includes behavioral finance, consumer finance, personal financial planning and financial well-being and she publishes her research papers in different national and international journals. She has received best paper award in different national and an international conference.



For further information contact:

Dr. Mousumi Singha Mahapatra
Assistant Professor
Institute of Public Enterprise
Osmania University Campus
Hyderabad – 500 007
Mobile: 9440360791
Email ID: mousumi@ipeindia.org

FMr. P. Chandra Sekhar
I/c-Training Division
Institute of Public Enterprise
Osmania University Campus
Hyderabad – 500 007
Mobile: 9391932101; Fax: 040-27095478
Email ID: pchandrasedkhar@ipeindia.org/sekhar88@gmail.com



INSTITUTE OF PUBLIC ENTERPRISE

in association with

BRAIN VALUE PTY LTD, AUSTRALIA

is offering a 3-Day MDP on

**Building Impactful brands for 2025 and beyond:
Impression Management Tools and Techniques for
Executives and Professionals**

28th, 29th and 30th November, 2022

Programme Director

Dr. Mousumi Singha Mahapatra
Assistant Professor
Institute of Public Enterprise
Hyderabad

INTRODUCTION

Impression management is not restricted to accounting documents such as annual reports and sustainability reports but includes podcasts, photographs (Ang, Hellmann, Kanbaty and Sood 2020) videos, web pages and social media. Face-to-face communications, such as conference presentations, analyst/investor days, and roadshows, are also prone to impression management.

The availability of behavioral big data is pushing researchers and practitioners to undertake deep and dynamic behavioral analysis to uncover impression management during face-to-face communications. Human behavior is made up of complex interdependencies not least of all because individuals convey actions using multiple modes of voice, facial and eye movements, hand gesturing, and body to interact on a social basis. The modeling and analysis of human behavior using behavioral, cognitive, and emotional big data is giving rise to making non-conscious processes explicit by integrating techniques from consumer behavior, psychology, brain sciences, and finance.

TOPIC CONTENT AREAS FOR DEVELOPMENT AND DISCUSSION:

- Unpacking human decision-making
- The emerging evidence of emotions and snap judgements
- Impression management or formation?
- A theory and practice of brand storytelling
- A framework for analysing impression management during face-to-face communication
- Cognitive biases and business intelligence
- Psychology and cognitive process learning from the lab and naturalistic settings
- Emotional influences of photographs on impression management and financial decision making
- Experimentation with Open-source intelligence sources (e.g., video and audio)
- Finance and accountancy professionals - Impression management and sustainability reporting
- Big data and behavioural computing /technologies

OBJECTIVES

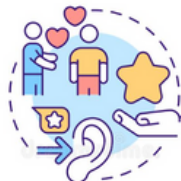
- Manage behavioural biases in your enterprise communications for brand development
- Improve judgments and decision-making regarding impression management
- Develop and critique strategies of brand impression management from high profile cases
- Understand and develop a framework of your brand storytelling

PEDAGOGY

This immersive online program will enrich your learning by providing hands-on exercises, using real company and experimental data, contemporary case studies, and artificial intelligence technology demonstrations. We also provide a behavioral framework and tools to make you a better professional and ultimately improve your decision-making with regard to impression management.

POTENTIAL ATTENDEES

This course is designed for busy working professionals engaged in the fields of accountancy, finance and marketing at public sector enterprises, officers of public sector banks, early-stage companies starting up, business owners, project managers, heads of divisions/functions, and other prospective participants including research analysts, researchers from academia, and academics.



EXPECTED OUTCOME

This program aims to assist stakeholders in public sector enterprises in decision-making by combining global expertise in behavioral finance, big data/artificial intelligence, e-commerce, and marketing. This program goes beyond raising awareness of biases in judgments and decision-making by introducing actionable theories and frameworks useful for building brands using impression management tools and techniques from social psychology, finance and behavioral and neurosciences. This is important because of the need to make effective decisions in an increasingly uncertain environment. This program provides behavioral interventions and opportunities to leverage an array of emerging technologies for insights and actions. For long-term change to occur, interventions should commence from within the organization to be long-lasting. In this manner, the public sector officers, company executives and marketers can begin to rethink where and how impression management tool and techniques help build impactful brands for organisations and individuals in 2025 and beyond.

The programme is bundled with a 2-day conference on Neuromining for Finance, Accountancy and Marketing". Participants attending the MDP can join the conference FREE once registration for the MDP is complete. For more details on the conference, please click the below link:
<https://brainvalue.com.au/conference-series/>

PROGRAMME DETAILS

Delivery Mode: The entire program is delivered online.

Date: 28th, 29th and 30th November, 2022:

Time: 10.30 am – 01.30 pm

Registration Fee: Rs. 10,000 + 18% GST

Payment should be made through DD drawn in favor of INSTITUTE OF PUBLIC ENTERPRISE payable at Hyderabad. Payments can also be made online to the details given below:

Bank Account Name: INSTITUTE OF PUBLIC ENTERPRISE

PAN No.: AAAT11377G

Bank A/c No.: 52198267621

IFSC Code: SBIN0020071

MICR Code: 500002342

ABOUT BRAIN VALUE PTY LTD.

Brain Value Pty Ltd provides research, training and develops behavioral artificial intelligence algorithms for companies and governments with interest in developing a deep understanding of how behavioural sciences can uplift business behaviors and decision-making. Brain Value studies human behaviour with a variety of biometric sensors and big data. This allows them the delivery of research based insights through workshops and in-house training for you. They help firms in their end-to-end scoping of issues, designing in-house research studies, apply best practices, analyze results, generate insights and presentation of findings through workshops. This will help you to innovate your processes, products or services. www.brainvalue.com.au. Brain Value is a key partner helping IPE establish the Behavioral Business Decision Making Lab.

