



INSTITUTE FOR APPLIED  
ECONOMIC RESEARCH

*at the University of Tübingen*

## Bundesbank-IAW Lecture at the University of Tübingen

**Human Finance – Incorporating Insights from the Life Sciences into Finance,  
with an Application to German Capital Markets and Pension Reform**

**Thursday, May 7, 2026, 4-6 pm (c.t.), Neue Aula, Audimax**



Prof. Dr. Ulrike Malmendier

Ulrike Malmendier is the Cora Jane Flood Professor of Finance at UC Berkeley's Haas School of Business and Professor of Economics at the University of California, Berkeley. In 2013, she received the Fischer Black Prize of the American Finance Association for outstanding original research in finance. She has received numerous further honors, including the Alexander von Humboldt Foundation's Bessel Research Award in 2015, and the Gustav Stolper Prize of the Verein für Socialpolitik in 2019. She served as President of the American Finance Association in 2025/26 and was a member of the German Council of Economic Experts from 2022 to 2026.

Ulrike Malmendier's research lies at the intersection of economics and finance, spanning behavioral economics and behavioral finance, corporate finance, household finance, and macro-finance, as well as the economics of organizations and contract theory. She is the founder and faculty director of Berkeley's O'Donnell Center for Behavioral Economics. Her influential work on experiences, behavioral biases, expectations, and financial decision-making has been widely cited and continues to inform both academic research and economic policy.

The Bundesbank–IAW Lecture at the University of Tübingen invites leading economists to share their perspectives on the future of the European and global economy.

The Deutsche Bundesbank and the Institute for Applied Economic Research (IAW) invite you to the  
Bundesbank-IAW Lecture at the University of Tübingen

**Prof. Dr. mult. Dr. h.c. Ulrike Malmendier**

University of California, Berkeley

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Neue Aula, Audimax, Geschwister-Scholl-Platz, Tübingen

Deutsche Bundesbank,  
Regional Office in Baden-  
Württemberg



Prof. Dr. Martin Biewen  
Scientific Director of the IAW /  
University of Tübingen



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Institut für Angewandte Wirtschaftsforschung e.V.  
at the University of Tübingen  
Schaffhausenstraße 73, 72072 Tübingen  
Phone +49 7071 9896-0 | [iaw@iaw.edu](mailto:iaw@iaw.edu) | <https://www.iaw.edu>

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The Bundesbank-IAW Lecture at the University of Tübingen is organized in cooperation with the Deutsche Bundesbank and the University's Faculty of Economics and Social Sciences.

## Venue:

Neue Aula, Audimax  
Geschwister-Scholl-Platz, 72074 Tübingen

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Brunnenstraße“ or „Parkhaus Altstadt-Mitte“,  
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