



Expert on Market Research and Trends
Professor for Financial Management

Prof. Dr. Bernd Ankenbrand wants to make people aware of their own wealth - not only investment-wise. The globally active purpose economist researches the value and risk standards of our assets. His highly acclaimed lectures provide fascinating insights into the often surprising phenomena of the purpose economy.

Bernd Ankenbrand studies economics at the University of Witten/Herdecke and the School of Business at Stockholm University, among others, and is doing his doctorate on the securitization of intangible assets. He works for Arthur Andersen and PricewaterhouseCoopers, among others before he began his academic career as a research assistant at the University of Witten/Herdecke. There he was appointed Managing Director of the experimental economic research institute k:lab. His international research and teaching experience includes stays at the University of Witten/Herdecke, the Karlshochschule International University, the Sino German School of Governance in Nanjing, China, the Northern Institute of Technology in Hamburg and the Mads Clausen Institute at the University of Southern Denmark, Denmark. Since 2015 he has been teaching at the University of Applied Sciences in Würzburg-Schweinfurt.

Professor Ankenbrand's research and teaching focuses in particular on behavioural economics, risk and trust perception and purpose economy. In order to better understand our perception of reality and improve our quality of life, Prof. Dr. Bernd Ankenbrand investigates the value and risk measures that individuals and organizations consciously and unconsciously apply to their decisions, because whether something is valuable, whether it makes sense and which risks are associated with it depends more on the standards applied than on the thing itself. In his keynotes Bernd captivates his listeners in a very short time and always is far away from the ivory tower of university research.

Topics (Selection):

- Assets according to new standards - Perception of risk and confidence in asset management
- The goalkeeper's fear of inflation, interest rate turnaround and uncertainty
- More than returns - investment strategy with meaning
- Playing by new rules - where is the current transformation of the financial industry leading?
- Why digital transformation? The Changing Standards for German IMIs
- Wealth according to new standards - the fascination of the behavioural & sense economy
- Security, guarantees, risk appetite, risk management and opportunities - what is risk?
- Value according to new standards - assets in transition