

Dr. Mandeep Kaur Mahendru
Adjunct Professor - ICFAI Business School (IBS, Gurugram).

Bio

Dr Mahendru holds a Ph.D. in Management, Master's in economics, and Masters in Business Administration (Finance). She has around 20 years of experience. She is currently working as an Adjunct Professor at the ICFAI Business School (IBS, Gurugram). Additionally, she holds a Post-Doctoral Fellowship from the State Bank of India (June 2019–June 2021). Dr. Mahendru has been published in journals with a high impact factor and has got a patent for financial well-being scale (L-108713/2021). She is a subject matter expert in Behavioural finance and Evolutionary economics and Data Analytics (Quantitate and Qualitative). During her tenure at the State Bank of India, she designed a curriculum and Aspirational Course on financial well-being for bank employees. Dr. Mahendru has been invited to serve as a Guest Editor for Open Access Journal "Frontiers in Artificial Intelligence" and "Sustainability" (Impact Factor 3.251)'s special issue on "Maritime Research: Challenges for Carbon Neutrality in Context of COP 26". She is on Elsevier's editorial board of "Social Sciences & Humanities. Her current research interests include Behavioural studies, financial well-being, Sustainable Finance, and evolutionary economics.

Keynote address on:

Money and Happiness

Abstract

Money and happiness are often intertwined concepts, with many people believing that having more money leads to greater happiness. However, research suggests that the relationship between money and happiness is more complex than a simple cause-and-effect link. While money can provide opportunities for comfort, security, and access to resources that contribute to well-being, its impact on happiness diminishes beyond a certain threshold. Once basic needs are met, additional wealth may not significantly increase happiness. Factors such as social connections, meaningful work, personal growth, and good health play crucial roles in overall happiness. Furthermore, the pursuit of wealth alone can lead to stress, anxiety, and a focus on materialistic goals that may not align with long-term well-being. Balancing financial goals with other aspects of life, such as relationships, health, and personal development, is essential for a more fulfilling and balanced sense of happiness.