



## Ning Zhu

**Best-selling author, behavioural finance expert and professor of finance at the Shanghai Advanced Institute of Finance (SAIF)**

Ning Zhu is the best-selling author of “The Investors Enemy” on behavioural finance. He is also Deputy Dean and Professor of Finance at the Shanghai Advanced Institute of Finance (SAIF), faculty fellow at Yale University International Center for Finance.

## Ning's biography

### About Ning Zhu

As a speaker, Ning Zhu is regularly featured as the keynote speaker at a wide range of events. He is often quoted in and interviewed by leading media publications and programs.

Ning Zhu is the best-selling author of the book “The Investors Enemy” which explores behavioural [finance](#) and also “China’s Guaranteed Bubble”, both publications have been translated into multiple foreign languages.

He is Deputy Dean and Professor of Finance at the Shanghai Advanced Institute of Finance (SAIF) and faculty fellow at Yale University International Center for Finance. Professor Zhu is also a Special Term Professor of Finance at the University of California and at Guanghua School of Management at Beijing University. He has also published numerous articles in leading journals including Journal of Finance, Review of Financial Studies, Management Science and Journal of Legal Studies.

Professor Zhu is an expert on behavioural finance, investments, corporate finance and the Asian financial markets. He has extensive consulting experience advising international asset management companies including the World Bank, IMF, central banks, market regulators and securities exchanges across the world. He has consulted with some of the largest money managers and investment banks in the world and also sits on the board of several leading financial companies in China.

Whilst on leave from University of California, he implemented his research into practice and leads the quantitative [strategies](#) and portfolio advisory teams at Lehman Brothers and Nomura International in Hong Kong.

Ning has a B.Econ. Degree from Beijing University, a Master of Science Degree from Cornell University (NY) and a PhD Degree in Finance from Yale University (CT).

## **Ning's talks**

- **Behavioral finance**
- **Chinese macro economy**
- **New Global financial order**
- **Chinese financial reform**
- **Fiscal sustainability**

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