Session Program

Sep 13 – 14, 2025

2025 CUE SIG Conference with BizCom SIG and PGL

Sunday 3 Room 23

Hitotsubashi University, Main Building 2nd floor
2-1 Naka, Kunitachi, Tokyo 186-8601, Japan

Sun, September 14

3:05 PM

Sunday 3 Room 23: Consumer Brands and Finance: Examining Products as Teaching Tools in Finance Education

Session |
Location: Hitotsubashi University, Main Building 2nd floor, 2-1 Naka, Kunitachi, Tokyo 186-8601, Japan |
Convener: Alexander Sheffrin

3:05 – 3:30 PM

Consumer Brands and Finance: Examining Products as Teaching Tools in Finance Education

Speaker
Alexander Sheffrin

3:30 PM