



# The Brain and Financial Decision Making

MEXICO CITY | MAY 6-8, 2025



Workshop on AI and Financial Education  
Friday, May 9.



## About the OECD

The OECD is a forum in which governments compare and exchange policy experiences, identify good practices in light of emerging challenges, and promote decisions and recommendations to produce better policies for better lives. The OECD's mission is to promote policies that improve the economic and social well-being of people around the world.

## About the OECD International Network on Financial Education (INFE)

Created in 2008, the OECD/INFE promotes and facilitates international co-operation between policy makers and other stakeholders on financial education issues worldwide. Over 280 public institutions from more than 130 countries have joined the OECD/INFE.

## About Banco de México

Banco de México (often abbreviated as Banxico) is the central bank of Mexico and was created on September 1, 1925. Its main goal is to preserve the value of Mexico's currency in the long term in order to improve Mexicans' well-being. It provides the country's economy with national currency, promotes a healthy development of the financial system and foster the proper functioning of the payment systems. Banco de México has strongly committed itself with transparency and financial education by providing economic and monetary information to the public, in a systematic process and continuing effort to orient and explain monetary policy to different audiences.



# BANCO DE MÉXICO 20

Veint







# Symposium on Financial Literacy: *The Brain and Financial Decision Making*

**Thursday, May 8**

MIDE. Museo Interactivo de Economía  
16 de Septiembre, 27.  
Downtown.

The Brain and  
**Financial**  
Decision  
Making





**Dr. Enrique**  
**Fatas**

Enrique Fatas is a Full Professor of Economics at Universidad Europea in Spain, where he directs the Behavioral Economics Institute. He was previously a professor at the University of Pennsylvania in the United States, as well as at Loughborough University and the University of East Anglia in the United Kingdom. Enrique is an expert in decision and behavioral sciences and in the design and evaluation of public policies inspired by behavioral science. He has led numerous interventions aimed at improving financial inclusion for vulnerable groups across the Americas, Europe, and Asia. Since earning his PhD in Economics from the Universidad de Valencia in Spain, he has published over 100 scholarly works in journals such as *Psychological Science*, *Proceedings of the National Academy of Sciences*, *Management Science*, and the *American Economic Journal – Microeconomics*. Enrique has served as a senior consultant for governments and international organizations including the World Bank, the European Commission, the United Nations, and USAID.



**Dr. Guidon  
Fenig**

Guidon Fenig is a professor at the University of Ottawa specializing in experimental and behavioral economics. He earned his Ph.D. in Economics from the University of British Columbia and holds a B.A. in Economics from ITAM (Instituto Tecnológico Autónomo de México). Prior to entering academia, he worked at the Bank of Mexico. His research focuses on intertemporal decision-making, experiments grounded in macroeconomic models, and the analysis of non-choice data.

He has several publications: *From Me to We: Beating Procrastination in Teams* (with Anujit Chakraborty) *Journal of Economic Behavior & Organization* (2025); *Deflating Asset Price Bubbles with Leverage Constraints and Monetary Policy* (with Mariya Mileva and Luba Petersen) *Journal of Economic Behavior & Organization* (2018); *Distributing Scarce Jobs and Output: Experimental Evidence on the Dynamic Effects of Rationing* (with Luba Petersen) *Experimental Economics* (2017).



**Dora Li**

Dora Li joined the Investor and Financial Education Council (IFEC), a subsidiary of the Securities and Futures Commission in May 2020. Ms Li possesses more than 20 years of extensive experience in the global banking industry, ranging from wealth management, sales and marketing and corporate sustainability. Prior to joining the IFEC, Ms Li was the Head of Futures Skills, Corporate Sustainability, Asia Pacific Region at HSBC. She has also held global management positions at HSBC's head office in London. She was the Chairperson of the Community Caring Committee of the Hong Kong Association of Banks in 2015 and 2018 respectively.

Ms. Li is appointed as a member of the Advisory Board, OECD/INFE in November 2022, and co-leads the Working Group on Financial Literacy and Sustainable Finance.

