

### **behavioural finance heuristics in pdf**

Behavioural Finance: Heuristics in Investment Decisions Dr. R Venkatapathy\*1, A Hanis Sultana\*2  
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### **Behavioural Finance: Heuristics in Investment Decisions**

Behavioural finance is the study of the influence of psychology on the behaviour of financial practitioners and the subsequent effect on markets. Behavioural finance is of interest because it helps explain why and how markets might be inefficient.

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the expected utility (EU) of rational investors leads to growth of behavioural finance research within the efficient market framework. Behavioural finance research is an attempt to resolve inconsistency of Traditional Expected Utility Maximization of rational investors within efficient markets through explanation based on human behaviour.

### **CHAPTER - 1 BEHAVIOURAL FINANCE: AN OVERVIEW**

Among the limited literature on behavioural property research includes papers from Diaz (1990, 1997), Gallimore (1994, 1996), Wolverton (1996), Hardin (1999) and Levy and Schuck (2002). The goal of this paper is to critically analyse the behavioural finance theory and identify property issues for behavioural research.

### **Theory of Behavioural Finance and its Application to**

Heuristics- Behavioural finance 1. By, P Vasavi B Venkat M Preethi Bhavani G Shravya Reddy B Rajesh Reddy S Nikhileshwar P Abhishek Behavioural Finance 2. What is Behavioral Finance? A field of finance that proposes psychology-based theories to explain stock market anomalies. ... FRAMING Framing is a cognitive heuristic in which people tend to ...

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1.1 The relevance of behavioural finance to M&A From a research perspective, the study of acquisitions has been influenced predominantly by the fields of economics, finance and strategy.

### **A Study of How Behavioural Finance Theory Applies to the**

Some heuristics, such as affect, availability, and representativeness, have a general purpose character; others developed in social and consumer psychology are more domain-specific, examples of which include brand name, price, and scarcity heuristics (Shah & Oppenheimer, 2008). Goldstein, D. G., & Gigerenzer, G. (2002).

### **Heuristic | Behavioraleconomics.com | The BE Hub**

What is behavioural finance? Behavioural finance has been growing over the last twenty years specifically because investors rarely behave according to the assumptions made in traditional financial and economics theory. Behavioural finance studies the psychology of financial decision-making. Most people know that emotions affect investment decisions.

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