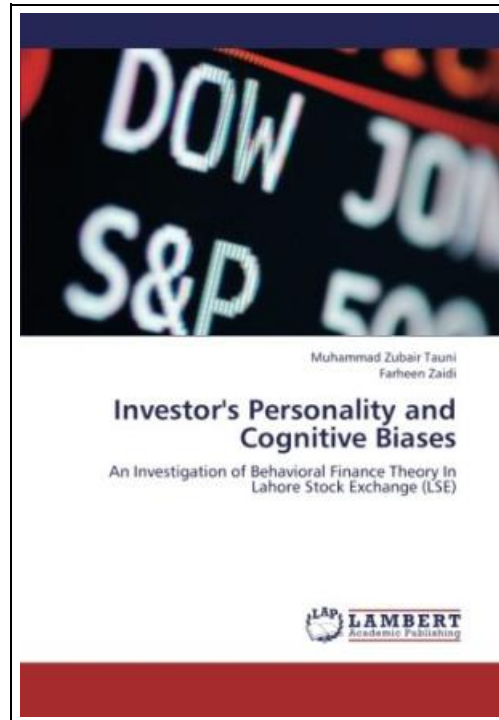


Investor's Personality and Cognitive Biases



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Reviews

It is one of my personal favorite books. It is written in easy terms and never hard to understand. It has been designed in an exceedingly easy way and it is only after I finished reading this publication that I, in fact, changed my way of thinking.
(Lucinda Stiedemann)

INVESTOR&APOS;S PERSONALITY AND COGNITIVE BIASES



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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | An Investigation of Behavioral Finance Theory In Lahore Stock Exchange (LSE) | The traditional notion of stock market's participants behavior to maximize their expected utility with perfect control in financial decisions is becoming less popular due to the emergence of a new field, Behavioral finance, which suggests that sometimes emotions and psyche influence the investors' decisions causing them to behave in irrational ways. Behavioral finance explains that investors fall prey to certain cognitive biases and make sub optimal decisions. More ever it is suggested that personality plays an important role in determining the behavior of investors. Thus the purpose of this study was to determine the relationship between investor s personality traits and cognitive biases. To achieve this purpose, survey methodology was used and a questionnaire was distributors among 200 randomly selected investors in Lahore Stock Exchange (LSE). Findings showed that a significant number of investors were exposed to Overconfidence, Mental accounting and Confirmation bias. The results also showed that there is a positive relationship between overconfidence and agreeableness, extroversion, consciousness and there is negative relationship between overconfidence and neuroticism. | Format: Paperback | Language/Sprache: english | 185 gr | 220x150x7 mm | 112 pp.



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