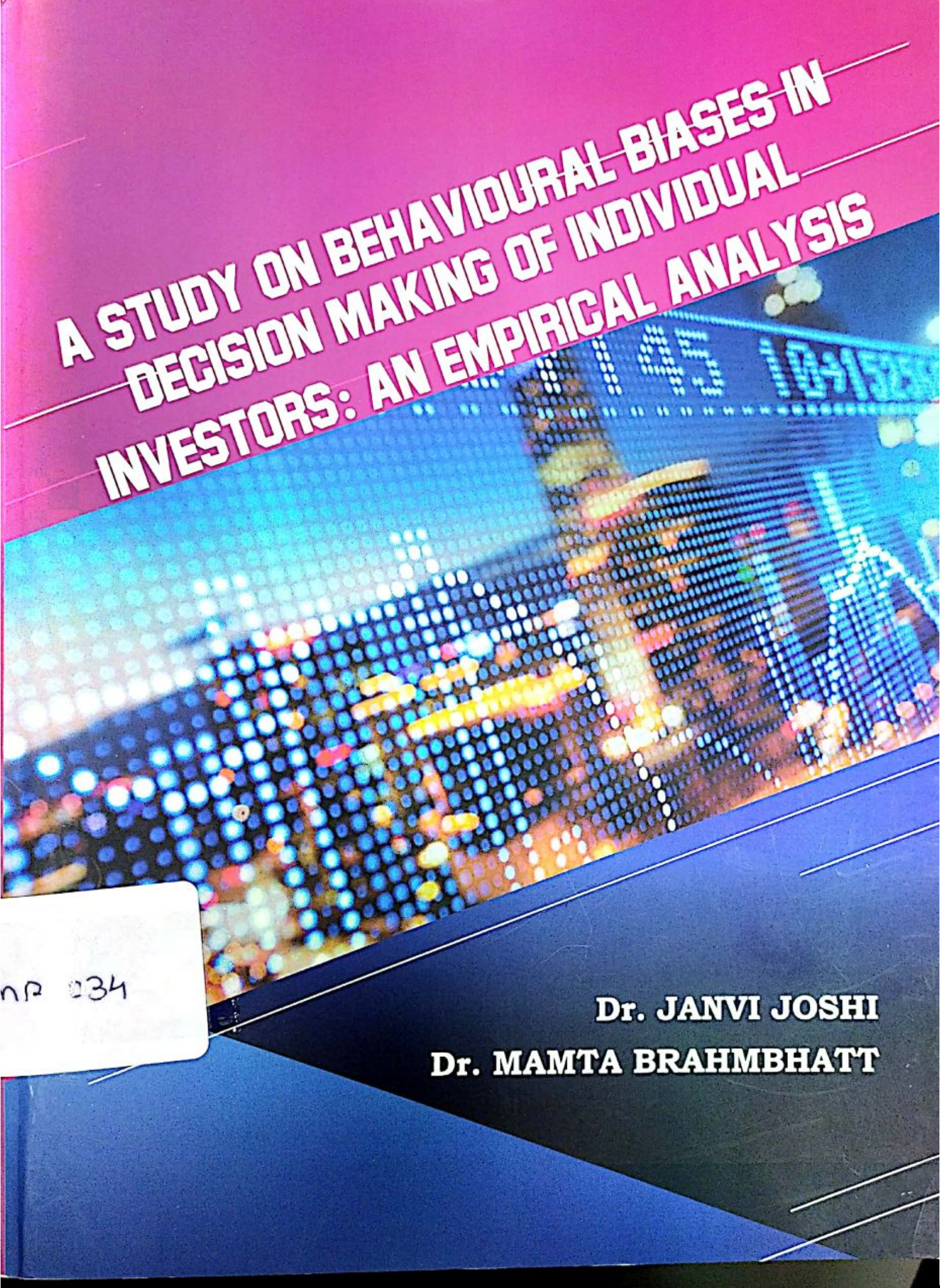
A STUDY ON BEHAVIOURAL BIASES IN DECISION MAKING OF INDIVIDUAL INVESTORS: AN EMPIRICAL ANALYSIS



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"ABOUT THE BOOK"

The book discusses various theories of types of investors, Types of anomalies and how evaluation of behavioral finance has came with investors' perspective and how and what is behavioural finance have discussed in details. More than 110 resources have been thoroughly studied to create the literature of this book. Theoretical understanding is very important for further research development and hypothesis testing. so many authors have defined behavioural model, which have been discussed in detail in this book. This book offers an empirical understanding of data analysis executed for behavioural biases & personality traits of investors in India. It covers extensive data analysis related to primary data collected from individual investors.

This book will be useful to investors, Policymakers, Regulators and Researchers. This book provides valuable insights to anyone studying Behavioural biases in India.

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