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# An Exploratory Inquiry into the Psychological Biases in Financial Investment Behavior

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investment biases have not been explored earlier, so this article contributes to new knowledge in terms of financial product buying behavior.

#### Keywords:



## Acknowledgments

This paper is a small part of an accepted thesis submitted by the first author to Management Development Institute, Gurgaon, India.

## Notes

1. <a href="http://www.timm.indiatimes.com/timm/ecoclass.jsp">http://www.timm.indiatimes.com/timm/ecoclass.jsp</a>



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