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BEHAVIORAL FINANCE

Behavioral Finance and Its Implications for Stock-Price Volatility

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Abstract

An increasing number of academic and professional articles are being published about research on and potential applications of behavioral finance. This article offers a more complete picture of the origin, content, and rationale behind this emerging area of study that has become a central focus in the study of the economic behavior of investors. In addition, the article discusses the role of behavioral finance in financial decision making, and the implications for stock-price volatility.

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