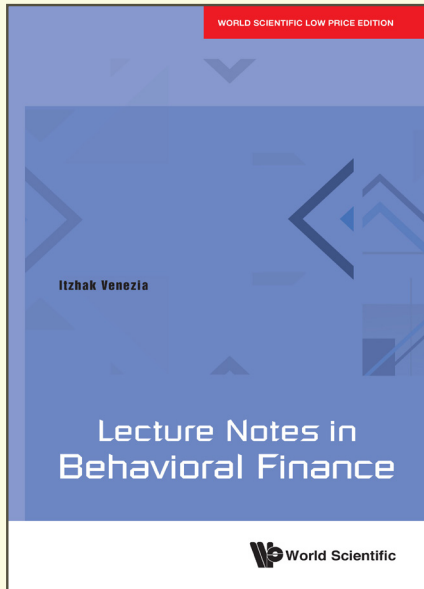


Lecture Notes in Behavioral Finance

By **Itzhak Venezia**

(Tel Aviv-Yaffo Academic College, Israel & The Hebrew University of Jerusalem, Israel)



ISBN	9798886130713
Extent	288pp
Binding	Paperback
Year	2024
Price	Rs. 1395

ABOUT THE BOOK

This volume presents lecture notes for a course in behavioral finance, most suitable for MBA students, but also adaptable for a PhD class. These lecture notes are based on the author's experience in teaching behavioral finance classes at Bocconi University (at the PhD level) and at the Academic College of Tel Aviv-Yaffo (MBA).

Written in a way that is user-friendly for both teachers and students, this book is the first of its kind and consolidates all the material necessary for a course on behavioral finance, balancing psychological concepts with financial applications. Material formerly presented only in academic papers has been transformed to a format more suitable for students, while the most important issues have been highlighted in boxes that can form the basis of a lecturer's teaching slides.

In addition to corraling all the currently scattered materials into one book, a neat logical order is introduced to the subject matter. Behavioral finance is put in a context relative to the other disciplines of finance, its history is outlined and the way it evolved — from an eclectic collection of counter examples to market efficiency into a *bona fide* discipline of finance — is reviewed and explained.

The 17 topic-based chapters in this book are each intended for a 90-minute lecture. The first five chapters (Part 1) provide the psychological and financial foundations of behavioral finance. The next 12 chapters (Part 2) are applications: Chapters 6–13 cover the essentials while Chapters 14–17 are special, elective topics.

READERSHIP

MBA and PhD level students and instructors of behavioral finance, corporate finance and decision analysis.

CONTENTS

- **Psychological and Financial Foundations of Behavioral Finance:**
 - Introduction: The History of Behavioral Finance and the Impetus for Its Emergence
 - A Review of Traditional Decision Theory: The Mean–Variance Rule and Utility Theory

- Critique of Utility Theory, the Assumption of Rationality and the Efficient Markets Hypothesis
- Kahneman and Tversky's Essential Cognitive Biases
- Prospect Theory
- **Applications of Behavioral Finance:**
 - The Disposition Effect
 - Overconfidence
 - Herding
 - Overreaction and Underreaction
 - The Equity Premium Puzzle and Myopic Loss Aversion
 - The Home Bias
 - Limits to Arbitrage
 - Market Sentiment
 - Biases in Savings and Insurance
 - The Hot Hand
 - Accounting Anomalies
 - Appearance and Disappearance of Anomalies

ABOUT THE AUTHOR

Professor Itzhak Venezia is a Professor of Finance at the Academic College of Tel Aviv-Yaffo, and the Chairman of the MBA program and of the Finance Area for MBA studies. He holds the Sanger Chair of Banking and Risk Management (Emeritus) at the Hebrew University, Jerusalem, Israel where he taught prior to assuming his current position. Professor Venezia is the editor of the Lecture Notes in Finance book series and the editor of the book *Behavioral Finance: Where do Investors Biases Come From*, both with World Scientific Publishing. He has published numerous papers in leading journals such as the *Journal of Finance*, *Journal of Economic Theory*, *Journal of Banking and Finance*, *Management Science*, and is the joint editor of the book: *Bridging the GAAP: Recent Advances in Accounting and Finance* (World Scientific, 2012). He has taught as a visiting professor at Yale University, The University of California, Los Angeles, Rutgers University, and Northwestern University. Professor Venezia's research currently concentrates on Behavioral Finance, where he contributes profoundly to the better understanding of the disposition effect, herding, the differences in biases between amateurs and professionals, and other issues. Professor Venezia holds a PhD from the University of California, Berkeley.

For orders and enquiries, please contact us:

FEEL
Books

FEELBOOKS PVT. LTD.

www.feelbooks.in

DELHI

4381/4 Ansari Road, Daryaganj, New Delhi 110002

Tel: +91-11-47472630

Email: orders@feelbooks.in

BENGALURU

C-22, Brigade MM, KR Road, Jayanagar 7th Block, Bengaluru 560070

Tel: +91-80-26762129

Email: bangalore@feelbooks.in

MUMBAI ♦ CHENNAI ♦ KOLKATA ♦ HYDERABAD



For any queries, please email us at marketing@feelbooks.in



www.feelbooks.in