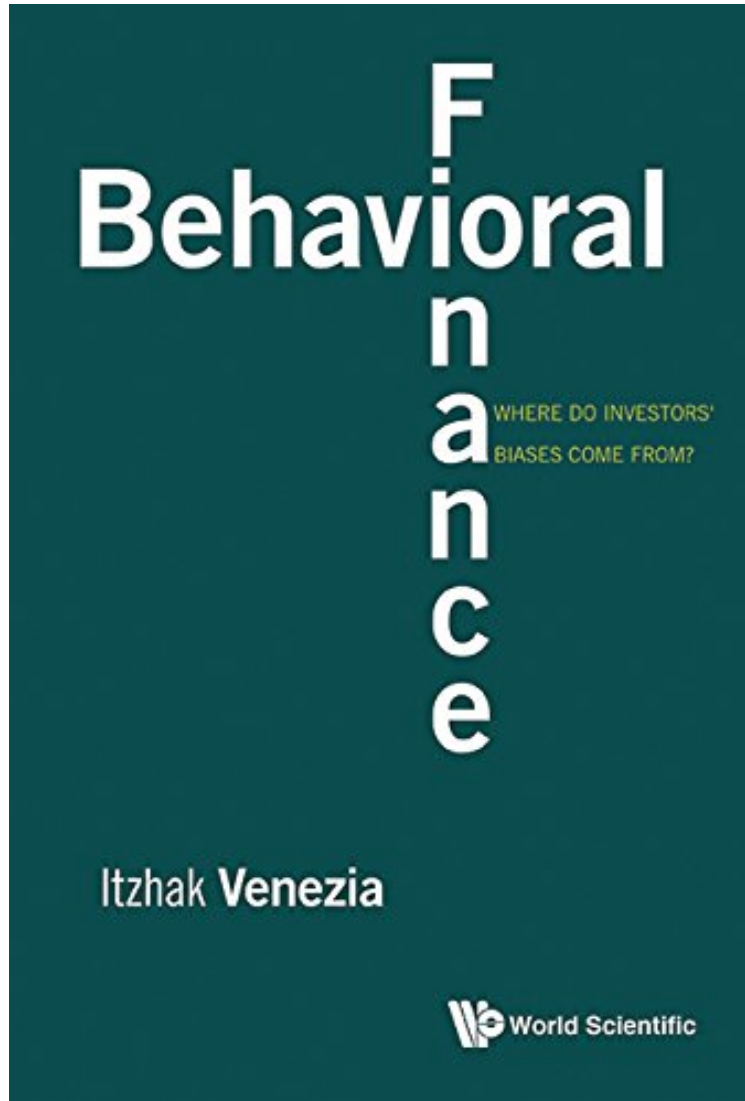


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Behavioral Finance:Where do Investors' Biases Come From?

Itzhak Venezia

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Itzhak Venezia : Behavioral Finance:Where do Investors' Biases Come From? before purchasing it in order to gage whether or not it would be worth my time, and all praised Behavioral Finance:Where do Investors' Biases Come From?:

This unique volume presents new original research exploring factors that lead to investors behavioral biases. It discusses how features such as professionalism, sophistication, gender, media, and culture influence investors' decision-making in general, and in particular, how they generate (or limit) behavioral and cognitive biases. The effects

of these factors on capital markets are also discussed. The book is based on the discussions and presentations at the First Israel Behavioral Finance Conference, which took place in Tel Aviv in May 2015. It examines in greater detail some of the key issues discussed at the conference. This is an innovative book in behavioral finance: it is the first to present an extensive collection of papers which discuss a comprehensive array of factors that influence or define investor character and analyzes these factors' effects on financial markets. The book is useful for readers interested in understanding the factors that influence investors' profiles and thus their behavioral biases. The book will be of great interest to researchers and students seeking a reference book which contains timely research on these areas of behavioral finance.

About the Author Itzhak Venezia is a Professor of Finance at the Tel Aviv Yaffo Academic College, and the Chairman of the Finance Area for the MBA studies. He also 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 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. He was a visiting professor at Yale University, University of California, Los Angeles, Rutgers University, and Northwestern University. Professor Venezia's research currently concentrates on Behavioral Finance, where he contributed 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.