



**Colegio de San Juan de Letran**  
Dominican Avenue, Abucay, Bataan  
Library and Media Services

## **RESEARCH GUIDE: BEHAVIORAL FINANCE**

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## RESEARCH GUIDES

### BEHAVIORAL FINANCE

#### I. SCOPE NOTE

*This course covers the main insight and findings from behavioral finance, and studies the psychological phenomena that influence investors, analysts and portfolio managers. [ched.gov](http://ched.gov)*

#### II. SEARCH AIDS (BT: Broader Term, RT: Related Term, NT: Narrow Term)

##### BT:

- Finance

##### RT:

- Investors
- Portfolio Managers
- Analysts
- Efficient Market Hypothesis (EMH)
- Behavioral Economics
- Behavioral Corporate Finance
- Trading Strategies
- Stock Market
- Expected Utility Theory
- Prospect Theory
- Asset Pricing
- Bounded Rationality
- Endowment Effect
- Decision-making
- Capital Structure
- Investment Policy

##### NT:

- Behavioral Biases
- Real Market
- Emerging Markets
- Rational Investors
- Irrational Investors
- Arbitrage
- Close Substitute
- Heuristics
- Weak-Form EMH
- Strong-Form EMH
- Semi-Strong-Form EMH
- Insider Trading

- Weighting Function
- Anchoring Bias
- Limited Attention
- Availability Bias
- Risk Preference
- Framing Bias
- Ambiguity Aversion Bias
- Behavioral Corporate Finance
- Mispricing
- Equity Capital
- Debt Capital
- Optimal Capital Structure
- Financial Leverage
- Real Investments
- M&A (Merger and Acquisition) Deals

### III. INFORMATION RESOURCES

#### A. LIBRARY RESOURCES

*Note: For the appropriate access credentials, please contact the Letran Bataan Library*

#### ➤ E-JOURNALS

- Corporate Finance Review.  
[https://search.proquest.com/publication/publications\\_46775?accountid=190548](https://search.proquest.com/publication/publications_46775?accountid=190548)
- IUP Journal of Behavioral Finance.  
[https://search.proquest.com/publication/publications\\_54444?accountid=190548](https://search.proquest.com/publication/publications_54444?accountid=190548)
- Journal of Applied Finance.  
[https://search.proquest.com/publication/publications\\_26518?accountid=190548](https://search.proquest.com/publication/publications_26518?accountid=190548)
- Managerial Finance.  
[https://search.proquest.com/publication/publications\\_37389?accountid=190548](https://search.proquest.com/publication/publications_37389?accountid=190548)
- Financial Analysts Journal.  
[https://search.proquest.com/publication/publications\\_34871?accountid=190548](https://search.proquest.com/publication/publications_34871?accountid=190548)
- Business Economics.  
[https://search.proquest.com/publication/publications\\_24100?accountid=190548](https://search.proquest.com/publication/publications_24100?accountid=190548)
- International Journal of Economics and Financial Issues.  
[https://search.proquest.com/publication/publications\\_816338?accountid=190548](https://search.proquest.com/publication/publications_816338?accountid=190548)
- The Journal of Entrepreneurial Finance  
[https://search.proquest.com/publication/publications\\_21956?accountid=190548](https://search.proquest.com/publication/publications_21956?accountid=190548)

#### ➤ E-THESES

- McCarthy, Alexandria N. (2020). Exploring the Relationship Between Financial Advisor Emotional Intelligence and Perceived Client Relationship Markers (Order No. 28029307).

- Available from ProQuest Central. (2441237333). Retrieved from <https://search.proquest.com/docview/2441237333/15D64DE6C52844FDPQ/6?accountid=190548>
- Du, Jintao (2018). Essays on Behavioral Asset Pricing (Order No. 10830295). Available from ProQuest Central. (2179214303). Retrieved from <https://search.proquest.com/docview/2179214303/57E7EAA628DA4CF9PQ/3?accountid=190548>
  - Wu, Jun (2018). Essays in Behavioral Finance and Asset Pricing (Order No. 10957212). Available from ProQuest Central. (2089931161). Retrieved from <https://search.proquest.com/docview/2089931161/B29DF4FC3C7345D1PQ/1?accountid=190548>
  - Scott, Ashling Michelle (2018). Essays in Behavioral Economics (Order No. 10821616). Available from ProQuest Central. (2137542708). Retrieved from <https://search.proquest.com/docview/2137542708/B29DF4FC3C7345D1PQ/40?accountid=190548>
  - Brown, Jeffrey Matthew (2018). Analysis of Contemporary Capital Structure Theories (Order No. 10930847). Available from ProQuest Central. (2102627674). Retrieved from <https://search.proquest.com/docview/2102627674/975B39E0E37A4A46PQ/1?accountid=190548>
  - Gold, Phillip S. (2018). Buy and Hold versus a Market Timing Strategy: Testing the Weak Form of the Efficient Market Hypothesis in the 21st Century (Order No. 10745591). Available from ProQuest Central. (2019678983). Retrieved from <https://search.proquest.com/docview/2019678983/6DB631A8D28C4659PQ/1?accountid=190548>
  - Muqedi, Nadim J. (2018). Exploring Human Resource Strategies and Portfolio Managers' Job Satisfaction in Investment Firms: A Quantitative Study (Order No. 10976679). Available from ProQuest Central. (2133050685). Retrieved from <https://search.proquest.com/docview/2133050685/96592B6A66B848B0PQ/1?accountid=190548>
  - Jiang, Chao (2016). Essays on empirical asset pricing and insider trading (Order No. 10110286). Available from ProQuest Central. (1794168226). Retrieved from <https://search.proquest.com/docview/1794168226/57E7EAA628DA4CF9PQ/14?accountid=190548>

## B. OPEN ACCESS

### ➤ FREE E-BOOKS

- Baker, H. Kent, Filbeck, Greg, Ricciardi, Victor (Eds.) (2017). Financial Behavior: Players, Services, Products and Markets. New York: Oxford University Press. <https://www.pdfdrive.com/financial-behavior-players-services-products-and-markets-e185414321.html>
- Widger, Chuck, Crosby, Daniel (2014). Personal Benchmark: Integrating Behavioral Finance and Investment Management. Hoboken, NJ: John Wiley & Sons.

<https://www.pdfdrive.com/personal-benchmark-integrating-behavioral-finance-and-investment-management-e175270971.html>

- Richards, Tim (2014). Investing Psychology: The Effects of Behavioral Finance on Investment Choice and Bias. Hoboken, NJ: John Wiley & Sons. <https://www.pdfdrive.com/investing-psychology-website-the-effects-of-behavioral-finance-on-investment-choice-and-bias-e157927575.html>
- Pompian, Michael M. (2012). Behavioral Finance and Investor Types: Managing Behavior to Make Better Investment Decisions. Hoboken, NJ: John Wiley & Sons. <https://www.pdfdrive.com/behavioral-finance-and-investor-types-managing-behavior-to-make-better-investment-decisions-e175012874.html>
- Ackert, Lucy F., Deaves, Richard (2010). Behavioral Finance: Psychology Decision Making and Markets. Australia: South-Western, Cengage Learning <https://www.pdfdrive.com/behavioral-finance-psychology-decision-making-and-markets-e44487962.html>
- Schindler, Mark (2007). Rumors in Financial Markets: Insights into Behavioral Finance. England: John Wiley & Sons. <https://www.pdfdrive.com/rumors-in-financial-markets-insights-into-behavioral-finance-the-wiley-finance-series-e159168535.html>
- Pompian, Michael M. (2006). Behavioral Finance and Wealth Management. Hoboken, NJ: John Wiley & Sons. <https://www.pdfdrive.com/behavioral-finance-and-wealth-managementpdf-e14817030.html>
- Thaler, Richard H. (Ed.) (2005). Advances in Behavioral Finance v.2. New Jersey: Princeton University Press. <https://www.pdfdrive.com/advances-in-behavioral-finance-university-of-kansas-e17419907.html>

#### ➤ FREE E-JOURNALS

- Journal of Behavioral Finance. <https://www.tandfonline.com/toc/hbhf20/current>
- Journal of Behavioral and Experimental Finance. <https://www.journals.elsevier.com/journal-of-behavioral-and-experimental-finance>
- Journal of Behavioral and Experimental Finance. <https://www.sciencedirect.com/journal/journal-of-behavioral-and-experimental-finance>
- Special Issue "Advances in Behavioral Finance and Economics". [https://www.mdpi.com/journal/ijfs/special\\_issues/Behavioural](https://www.mdpi.com/journal/ijfs/special_issues/Behavioural)
- Review of Behavioral Finance. <https://www.emerald.com/insight/publication/issn/1940-5979>
- International Journal of Behavioral Accounting and Finance. <https://www.inderscience.com/jhome.php?jcode=ijbaf>

#### ➤ FREE E-THESES

- Apopo, N. C. (2019). Testing the Efficient Market Hypothesis in the Cryptocurrency Market. (Thesis). Nelson Mandela Metropolitan University. Retrieved from <http://hdl.handle.net/10948/42427>

- Nagy, J. L. (2017). Behavioral Economics and the Effects of Psychology on the Stock Market. (Thesis). Buffalo State College. Retrieved from [https://digitalcommons.buffalostate.edu/economics\\_theses/24](https://digitalcommons.buffalostate.edu/economics_theses/24)
- Fino, G. (2017). How does behavioural finance affect portfolio management decisions? (Thesis). Universidade Nova. Retrieved from <https://www.rcaap.pt/detail.jsp?id=oai:run.unl.pt:10362/25878>
- Boffetti, M. (2016). Option Volatility & Arbitrage Opportunities. (Masters Thesis). Louisiana State University. Retrieved from [https://digitalcommons.lsu.edu/gradschool\\_theses/4580](https://digitalcommons.lsu.edu/gradschool_theses/4580)
- Berglind, L. (2016). The Risk-Return Relationship: Can the Prospect Theory be Applied to Small Firms, Large Firms and Industries Characterized by Different Asset Tangibility?. (Thesis). Umeå University. Retrieved from <http://urn.kb.se/resolve?urn=urn:nbn:se:umu:diva-122846>
- Sun, L. (2015). A Test of the Role of Behavioral Factors for Asset Pricing. (Thesis). University of California – Irvine. Retrieved from <http://www.escholarship.org/uc/item/8n06h53q>
- Alhamdan, N. (2014). The Efficient Market Hypothesis. (Masters Thesis). California State Polytechnic University – Pomona. Retrieved from <http://hdl.handle.net/10211.3/123896>

### C. PROFESSIONAL ORGANIZATIONS

- Management Association of the Philippines. <https://map.org.ph/>
- Philippine Investment Funds Association. <https://www.pifa.com.ph/>
- Money Market Association of the Philippines. <https://mart.com.ph/>
- American Management Association. <https://www.amanet.org/>
- Academy of Management. <https://aom.org/>

### D. OTHER RELATED WEB PORTALS

- Behavioral Finance. <https://www.behavioralfinance.com/>
- Behavioral Finance. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/behavioral-finance/>
- Investopedia. <https://www.investopedia.com/terms/b/behavioralfinance.asp>
- Behavioral Finance. <https://www.ppfas.com/behavioural-finance/tutorials/introduction/>

### E. RELATED RESEARCH GUIDES

- Concordia University. <https://www.concordia.ca/library/guides/finance/finance416.html>
- University of London. <https://libguides.city.ac.uk/economics/behaviouraleconomics>
- South Dakota State University. [https://openprairie.sdstate.edu/consumer-sci\\_book/1/](https://openprairie.sdstate.edu/consumer-sci_book/1/)
- Berkeley Library. <https://guides.lib.berkeley.edu/c.php?g=4395&p=481803>
- Villanova University. <https://library.villanova.edu/Find/Record/1335945/TOC>
- Vanderbilt University. <https://researchguides.library.vanderbilt.edu/c.php?g=68890&p=448185>

## IV. TUTORIALS

- Behavior Finance – Prospect Theory. <https://www.youtube.com/watch?v=z0swroHelYk>
- Efficient Market Hypothesis and Behavioral Finance. <https://www.youtube.com/watch?v=ch4G3MlhGxk>
- Efficient Market Hypothesis – EMH Explained Simply. <https://www.youtube.com/watch?v=UTHvfl9awBk>
- Capital Asset Pricing Model. [https://www.youtube.com/watch?v=fDz\\_DgDJD5g](https://www.youtube.com/watch?v=fDz_DgDJD5g)
- CAPM - Capital Asset Pricing Model. <https://www.youtube.com/watch?v=satKd6n0ciw>
- Portfolio Manager. <https://www.youtube.com/watch?v=TrHlArHzrLs>
- Behavioral Biases in Investing. <https://www.youtube.com/watch?v=GQ8gefIGWAQ>

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