



Review Report



## Significance of Behavioral Finance from the Financial Market

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### ABSTRACT

There are mostly two areas of economic market research viz. Traditional Finance as well as also the current growth called Behavioral Finance. Traditional fund base is principally based on persuasive market theory, invest or rationality concept and the advanced portfolio theory produced by Markowitz<sup>[8]</sup>. But before 1990 the original fund concepts weren't too been contested. However, from mid-90's investigators also have shown many openings of the present theory and especially contested the investor rationality idea. Because of this a new paradigm called behavioral finance was invented. In this paper an effort has been designed to emphasize the consequences of the Classic fund concepts as Stated by behavioral finance fans and a debate on the Importance of behavioral finance.

**Keywords:** Behavioral Finance, Traditional finance, Rationality.

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