BIBLIOGRAPHY

Ph. D./ M.A. Thesis


Research Papers


27. Dr. Manuel Schubert (2014), paper titled, “Overconfidence—Understanding the Root of Financial Crisis from a Behavioral Perspective” available from Han Li Email address: vesper.lih@gmail.com


37. Giovanni Ponti and Josefa Tomás, Carlos Cueva, Íñigo Iturbe-Ormaetxe, (October 2017), Ivie, Guardia Civil, 22 - Esc. 2, 1º,46020 Valencia – Spain, Phone: +34 963 190 050 Website: www.ivie.es, E-mail: publicaciones@ivie.es


55. Prof. Smruti Pathak, & Prof. Sonali Shrotri (2012), research paper “Impact of Individual’s budget on purchase decisions relating to house property” presented at the International Conference held at Pune on 12th March 2012.


57. Prof. Paramjeet Kaur, Dr. Shreya Virani, Prof. Sabiha Fazalbhoy, (June 2016), research paper titled, “Psychological Traits and Demographic Factors do they affect Investor’s Behavior?” Indian journal of management science (IJMS), Vol.– VI, Issue – 1, June 2016


72. UBS Financial Services Inc. (2016), research article titled, “Behavioral Finance: Common Sense isn't always common” UBS Financial Services Inc. is a subsidiary of UBS AG


Books


**Journals & Periodicals**


**Websites**

2. www.behaviouralfinance.net
3. www.investopedia.com
4. www.niftylivecharts.com
5. www.pdfio.com
10. https://www.kpit.com/contact-us
14. https://www.esds.co.in/about-esds
   http://itrixinc.com/expertise/
15. http://www.netwinindia.in/n/company