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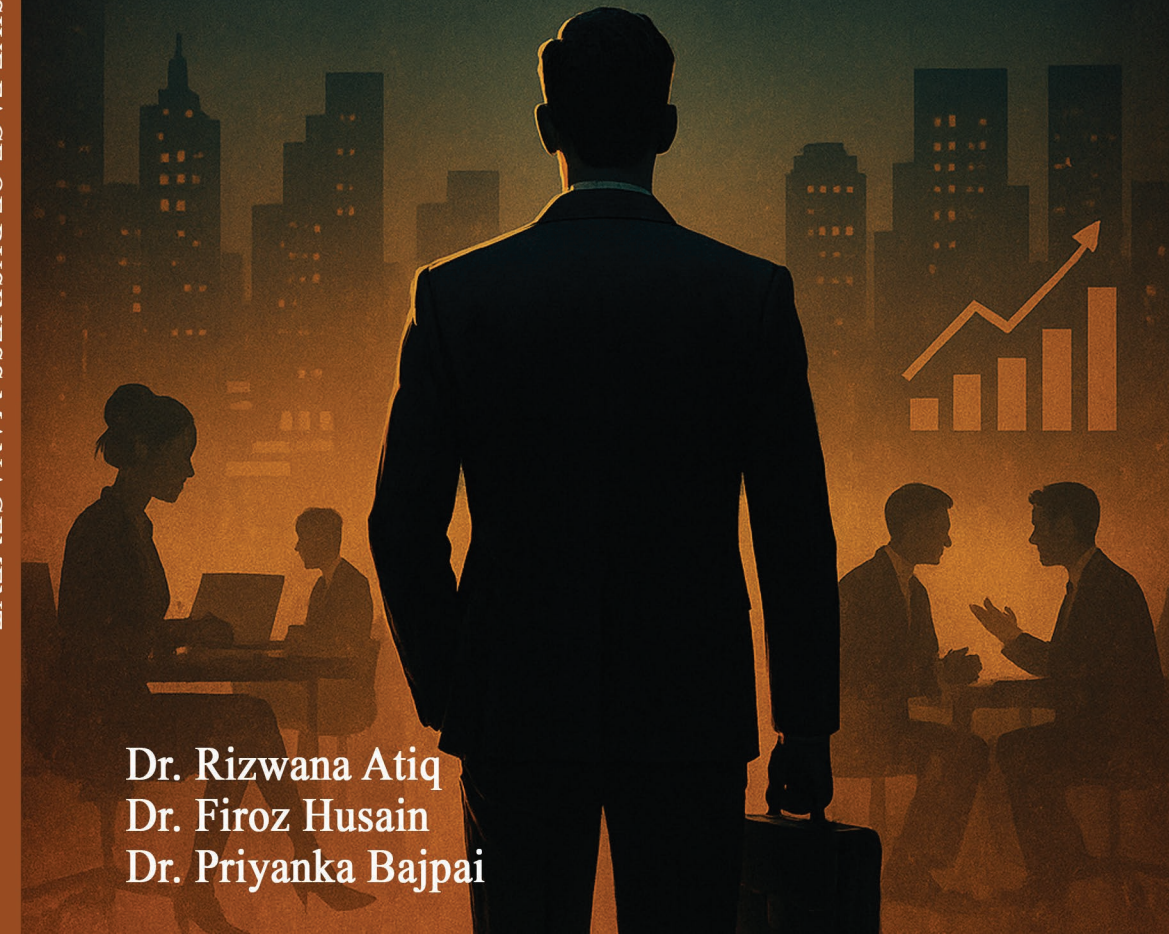
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# THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Rizwana Atiq  
Dr. Firoz Husain  
Dr. Priyanka Bajpai



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# **The Multidisciplinary Pervasive Face of Business Management**

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## PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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**Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai**

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# **A Study on Behavioral Finance: Understanding Investor Psychology in Stock Market Decisions**

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## **Abstract**

Behavioural finance is a field that mixes psychology and finance together to form an understanding as to how human cognitive biases influence the behaviour of investors. According to many studies, the price at which trades take place in the stock market is highly sensitive to human nature and not to the psychological effects. This study is focused on the role played by investor psychology in stock market decisions. Cognitive biases, emotional influences and impact of the same on investment outcomes will be examined. The study employs a descriptive research design. The researcher uses primary data through the questionnaires and interviews of individual investors. Further, the researcher uses secondary data through academic journals, books and financial reports. The study results indicate that investment decisions are significantly influenced by cognitive bias such as over confidence, anchoring and loss aversion. Moreover, emotions like fear and greed often lead to adverse outcomes. Through the analysis, recommendations are being given to the investors to make them more informed choices for their welfare.