

FINANCIAL DECISION & INFLUENCING FACTORS

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ABSTRACT

Better progress of a business is dependent on the quality of decision-making specially in respect of investments and their effective and timely execution in the market, good investment decisions are based on various factors, the prime in this includes; knowledge of the basics and fundamentals of making investments, and related biases effecting the return on investments. The investing decision makers have multiple attitudes that are generally different from each other at certain point in time, and their attitude towards the investing decision do also exert an influence over the investments they choose. This study discusses few of such factors, which apply an influence over the investment decisions. Particular emphasis of this study is to understand the role of gender in taking investment decisions. In other words, this article is to study the change in decision-making resulted through the change in the gender of decision maker.

KEYWORDS: Gender, Investor, Investment, Investment Decisions, Fundamentals, Biases