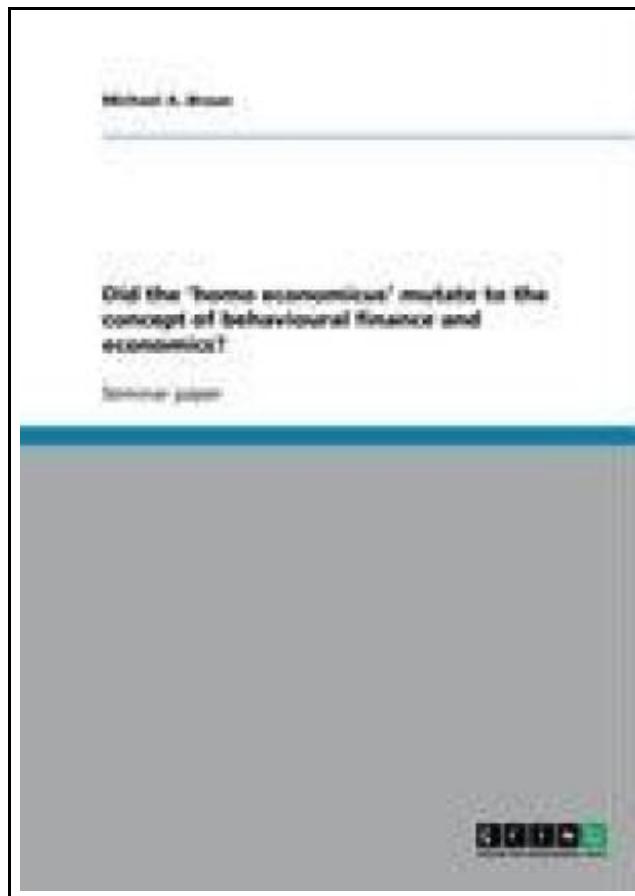


## Did the 'homo economicus' mutate to the concept of behavioural finance and economics?



Filesize: 4.12 MB

### Reviews

*Definitely one of the better publication I have got possibly read. It really is written in basic phrases and not difficult to understand. You wont sense monotony at anytime of your respective time (that's what catalogs are for about if you request me).*

*(Daron Lowe)*

## DID THE 'HOMO ECONOMICUS' MUTATE TO THE CONCEPT OF BEHAVIOURAL FINANCE AND ECONOMICS?

[DOWNLOAD](#)

GRIN Verlag GmbH Okt 2008, 2008. Taschenbuch. Book Condition: Neu. 208x147x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Psychology - Work, Business, Organisational and Economic Psychology, grade: 1,00, Free University of Berlin (FB Erziehungswissenschaften und Psychologie, Wirtschafts- und Sozialpsychologie), course: Wirtschaftspsychologie, 33 entries in the bibliography, language: English, comment: Description of relevant findings in psychology and economics on the concept of behavioural finance and economics. , abstract: Former classic economic theories mainly strengthened the concept of the homo economicus , who strongly behaves economical and rational. Nowadays however, some argue this supports not the reality, and so academic research progressed. For this, laureate Kahneman et al developed the prospect theory which is assumed to describe people's economical behaviour better than traditional theories. Therefore the essay elaborates on the concept of behavioural finance and economics as well as it checks, whether the homo economicus has mutated to this. How-ever, although there is criticism, the hypothesis is humans are bounded rational and therefore only conditioned able to be described as homo economicus. To gain insight, a brief introduction on theory, homo economicus and recent ob-servations of efficiency in human action and rationality is given. Later the concept of behavioural finance and economics is brought in and findings in human behaviour are discussed together with examples from heuristics, economical framing and anomalies. Finally, an assessment of essay and hypothesis sums all up. 32 pp. Englisch.

- [!\[\]\(815df092dd722ee9268ef8e6d0193e3a\_img.jpg\) Read Did the 'homo economicus' mutate to the concept of behavioural finance and economics? Online](#)
- [!\[\]\(c72edb9626cad660f3a9f5fb0f22a68c\_img.jpg\) Download PDF Did the 'homo economicus' mutate to the concept of behavioural finance and economics?](#)

## See Also

---



### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Save eBook »](#)

---



### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Save eBook »](#)

---



### Sport is Fun (Red B) NF

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sport is Fun (Red B) NF, Dianne Irving, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and...

[Save eBook »](#)

---



### Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Save eBook »](#)

---



### My Life as a Third Grade Zombie: Plus Free Online Access (Hardback)

Gallopade International, United States, 2013. Hardback. Book Condition: New. 224 x 142 mm. Language: English . Brand New Book. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh...

[Save eBook »](#)