Behavioral Economics: An Extremely Brief Introduction

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Behavioral Finance: Introduction by Example

The following discussion draws heavily on my research with co-authors Ian Garrett, Mark Kamstra, Maurice Levi, Tan Wang, J. Mark Weber, and Russell Wermers.
Seasonality in Mood (Including Depression) → Seasonality in Risk Aversion → Seasonality in Financial Markets

Influence of Seasonally Varying Risk Aversion on Equity Returns

Influence of Seasons on Individuals’ Risk Preferences
Influence of Seasonally Varying Risk Aversion on Safe Security Returns

Seasonal Variation in Treasury Returns
Mark J. Kramer, Lisa A. Kramer and Mauro D. Levi
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Seasonally Varying Preferences: Theoretical Foundations for an Empirical Regularity
Mark J. Kramer
Schulich School of Business, York University
Lisa A. Kramer
University of Toronto
Mauro D. Levi
 Sauder School of Business, University of British Columbia
Tao Yang
School of Business, University of British Columbia;
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Influence of Seasonally Varying Risk Aversion on Mutual Fund Flows

Seasonal Asset Allocation: Evidence from Mutual Fund Flows
Mark J. Kramer, Lisa A. Kramer, Mauro D. Levi, and Ruo Wen

Thank You!

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