

A Study on Behavioral Finance

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Abstract: *Finance is the discipline encompassing the management of money and financial resources. It involves strategic planning, budgeting, and allocation of funds for individuals, businesses, and organizations. Key components include investment decisions, risk management, and financial market dynamics. Corporate finance focuses on managing finances within organizations, while personal finance deals with individual financial planning and investment. Finance also examines the role of financial institutions, the impact on the economy, and is subject to ethical considerations and regulatory oversight. The field is constantly evolving with emerging trends, such as fintech and sustainable finance, shaping its future.*

Keywords: Investment, Budget, Asset, Liability, debt