

Exploring Cognitive and Emotional Influences on Investment Decisions: An Analysis of Psychological Factors Affecting Investor Behavior

Mr. Lakavath Raju¹, Dr. Chokkamreddy Prakash², Dr. Ravi Sankar Kummata³

Student, School of Management Studies, Guru Nanak Institutions Technical Campus, Hyderabad¹

Assistant Professor, School of Management Studies, Guru Nanak Institutions Technical Campus, Hyderabad^{2,3}

Abstract: *In the ever-evolving world of finance, understanding the factors that influence investment decisions is crucial for optimizing financial outcomes. Traditionally, financial theories have operated under the assumption that investors make decisions based on rational analysis and objective data. However, emerging research in behavioral finance has challenged this notion, revealing that cognitive and emotional biases significantly impact investment choices. This introduction explores the importance of studying these biases, their implications for investment decisions, and the relevance of this research in the context of the modern financial landscape.*

Keywords: financial landscape.