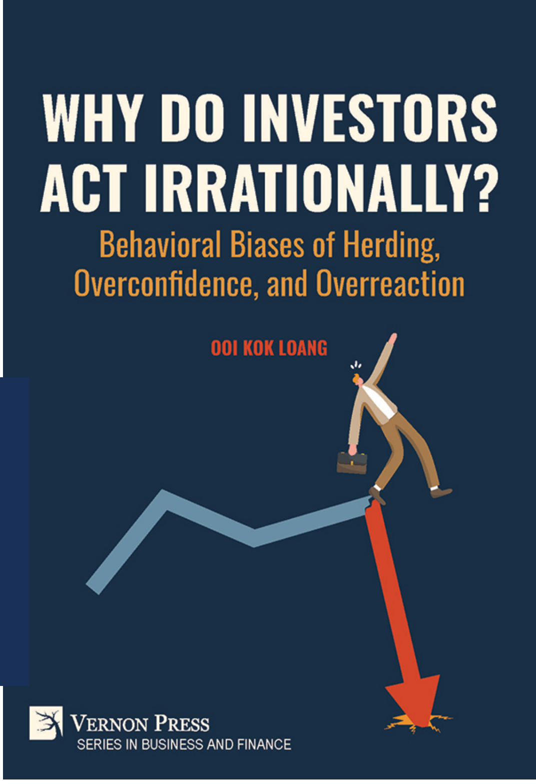
Vernon Press
www.vernonpress.com

$ 63 | € 58 | £ 49

FLYPR12 — **12% DISCOUNT ONLINE**
USE CODE AT CHECKOUT



Ooi Kok Loang

Why Do Investors Act Irrationally?

Behavioral Biases of Herding, Overconfidence, and Overreaction

SERIES IN BUSINESS AND FINANCE

About the author

Dr. Ooi Kok Loang is a renowned finance scholar specializing in behavioral finance, with a current academic appointment in the Faculty of Business and Economics at Universiti Malaya. With an impressive record of over 40 WOS and Scopus-indexed publications within the past five years, Dr. Ooi has established himself as a leading voice in understanding the psychological drivers behind investor behavior, focusing particularly on herding, overconfidence, and overreaction. Dr. Ooi brings a wealth of experience from both academia and industry. Prior to his current role, he served as Deputy Dean at City Graduate School, City University Malaysia, and held a prominent position at KPMG, where he gained extensive experience in auditing, corporate consulting, and understanding complex financial behaviors. Widely recognized in his field, Dr. Ooi is frequently invited by central banks to provide insights on behavioral finance, including appearances on China Talk Show.

Summary

‘Why Do Investors Act Irrationally? Behavioral Biases of Herding, Overconfidence, and Overreaction’ explores the powerful psychological forces that drive investor decisions, often leading to irrational behavior and market turbulence. This book provides an in-depth analysis of three critical behavioral biases—herding, overconfidence, and overreaction—that influence investors across various financial markets. Drawing on cutting-edge research and real-world examples, it delves into why even experienced investors sometimes fall prey to these biases, challenging conventional financial theories that assume rational behavior. Designed for scholars, finance professionals, and advanced students, this book fills a gap in behavioral finance literature by examining not just the existence of these biases, but their consequences and the conditions that amplify or mitigate them. Unlike traditional finance texts, which focus primarily on quantitative models, this work bridges psychology and finance, making it uniquely suited for those interested in understanding the ‘why’ behind investor actions. It positions itself alongside essential readings in behavioral finance, offering original insights and a fresh perspective that will be invaluable to researchers, policy advisors, and practitioners alike.
Its accessible yet academically rigorous content also makes it ideal for classroom adoption in advanced finance and behavioral economics courses, offering thought-provoking discussion points and practical implications. ‘Why Do Investors Act Irrationally?’ invites readers to rethink traditional assumptions about financial markets and provides actionable strategies to address the influence of irrational biases in investment decisions, making it an indispensable resource in the evolving field of behavioral finance.

May 2025 | Hardback 236x160mm | 168 Pages | ISBN: 979-8-8819-0242-1

SUBJECTS Business and Finance, Economics

VIEW/ORDER ONLINE AT *vernonpress.com/book/2291*