Vara Lakshmi Thavva

A Study on Individual Investors' Bias towards Investment Decision Making through the Concept of Neurofinance in NSIC Ltd.

Seminar paper

YOUR KNOWLEDGE HAS VALUE



- We will publish your bachelor's and master's thesis, essays and papers
- Your own eBook and book sold worldwide in all relevant shops
- Earn money with each sale

Upload your text at www.GRIN.com and publish for free



Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at http://dnb.dnb.de .

This book is copyright material and must not be copied, reproduced, transferred, distributed, leased, licensed or publicly performed or used in any way except as specifically permitted in writing by the publishers, as allowed under the terms and conditions under which it was purchased or as strictly permitted by applicable copyright law. Any unauthorized distribution or use of this text may be a direct infringement of the author s and publisher s rights and those responsible may be liable in law accordingly.

Imprint:

Copyright © 2020 GRIN Verlag ISBN: 9783346462039

This book at GRIN:

			-			
Vara	Lai	KSľ	าทเ	I h	a٧١	ıa

A Study on Individual Investors' Bias towards Investment Decision Making through the Concept of Neurofinance in NSIC Ltd.

GRIN - Your knowledge has value

Since its foundation in 1998, GRIN has specialized in publishing academic texts by students, college teachers and other academics as e-book and printed book. The website www.grin.com is an ideal platform for presenting term papers, final papers, scientific essays, dissertations and specialist books.

Visit us on the internet:

http://www.grin.com/

http://www.facebook.com/grincom

http://www.twitter.com/grin_com

A STUDY ON INDIVIDUAL INVESTORS' BIAS TOWARDS INVESTMENT DECISION MAKING THROUGH THE CONCEPT OF NEUROFINANCE IN NSIC Ltd.

Prepared by: Dr. T Vara Lakshmi¹

Associate Professor & Head Department of Master of Business Administration Institute of Aeronautical Engineering, Hyderabad-500043

Table of contents

CHAPTER-I	10
INTRODUCTION	10
CHAPTER-II	15
INDUSTRY PROFILE	15
&	
COMPANY PROFILE	
CHAPTER -III	35
REVIEW OF LITERATURE	35
CHAPTER-IV	42
DATA ANALYSIS	42
AND	42
DATA INTERPRETATION	42
CHAPTER-V	53
FINDINGS, SUGESSTIONS AND CONCLUSIONS	53
BIBLOGRAPHY	56