

Special Issue

Behavioral Finance and Financial Management

Message from the Guest Editor

We invite submissions on innovative approaches to behavioral finance and financial management, particularly those integrating psychological and cognitive factors into traditional financial models while remaining consistent with robust empirical findings. We strongly encourage submissions that bridge the gap between behavioral theories and practical financial decision-making, addressing fundamental questions of investor behavior, market efficiency, and firm-level financial strategies. We welcome articles that explore the critical divide between traditional rational finance and behavioral finance, a divide highlighted in Richard Thaler's seminal work, *Toward a Positive Theory of Consumer Choice* (1980): "Traditional finance assumes that people make decisions based on objective rationality, while behavioral finance explores the reality that choices often deviate due to cognitive biases and heuristics."

Guest Editor

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Message from the Editor-in-Chief

Researchers are most welcome to contribute original research articles or comprehensive review papers for consideration and publication in *Journal of Risk and Financial Management (JRFM)*, an on-line, open access journal. *JRFM* adheres to rigorous peer-review as well as editorial processes, and publishes high quality manuscripts that address theoretical, practical and empirical issues in analysing real life financial data. The goal of *JRFM* is to enable rapid dissemination of high impact research to the scientific community.

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