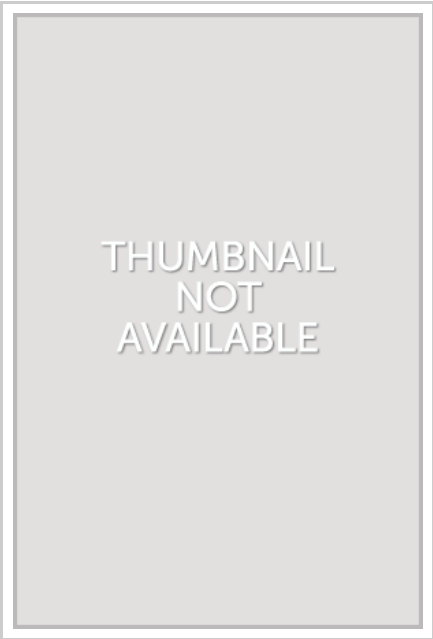


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Experimental Investigation of Human Decision Processes in Portfolio Decision Analysis

By Yi Li

GRIN Verlag Nov 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x5 mm. Neuware - Master's Thesis from the year 2013 in the subject Psychology - Miscellaneous, grade: 1.7, Technical University of Munich (Lehrstuhl für Technische Dienstleistungen und Operations Management), course: Technische Dienstleistungen und Operations Management, language: English, comment: Dies ist eine experimentelle Arbeit, die an der Technischen Universität München durchgeführt wurde. Es handelt sich um menschliche Entscheidungsprozesse, die anhand Heuristiken analysiert worden sind., abstract: Till now operations management mainly dealt with finding appropriate models to facilitate decision making processes, but these theoretical concepts did not always help to deal with actual processes in practice. Thus the understanding of human behaviour becomes more and more important. Furthermore the behavioural aspect of the decision making process plays a big role, as everyone of us would face resource allocation situations or portfolio decisions and people always do not make optimal decisions as mathematical models would do, but rather a completely another way often based on heuristics. Therefore it is interesting to investigate how people tackle such decision making situations intuitively and which cognitive strategies they follow thereby. This work aims to give a detailed overview about the relating literatures at first. Then decision making...

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