



Behavioral Economics und Neurofinance (Aus der Reihe: e-fellows.net stipendiaten-wissen) (German Edition)

Eva Glanze

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Investition und Finanzierung, Note: 1,0, European School of Business Reutlingen, Sprache: Deutsch, Abstract: Die Zahl der Publikationen über Behavioral Economics und das Spezialgebiet der Neurofinance steigt stetig. In den Medien werden immer häufiger bahnbrechende Forschungsergebnisse verkündet – Die Basisannahme, dass etwas anderes als die reine Vernunft die vom Menschen getroffenen wirtschaftlichen Entscheidungen bestimmt, ist jedoch nicht neu. Schon 1841 beschrieb Charles Mackay in „Extraordinary Popular Delusions and the Madness of Crowds“, wie menschliche Emotionen und Gefühle Entscheidungen beeinflussen. Nach der aktuellen Lehrmeinung der Behavioral Economics entspricht die Annahme eines rein am Zweck orientierten Verhaltens des Menschen nicht der Realität.

Wie ist das menschliche Verhalten in wirtschaftlichen Entscheidungssituationen, besonders in Bezug auf Finanzfragen, dann zu erklären? Die vorliegende Seminararbeit stellt zu einer möglichen Beantwortung dieser Frage das vielfältige Forschungsgebiet der Behavioral Economics mit dem Schwerpunkt Neurofinance vor.

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