To study the interplay of Cognitive Blocks in Behavioral Finance: A Theoretical, Management cum Psychological Perspective.

[1]Sneha Dutta, [2]Dr. Pooja Chatterjee,

[1]Lecturer, [2]Assistant Professor & Head,
[1]Department of Business Administration; Department of Psychology,
[1]Asutosh College , Kolkata , India.

Abstract : The interplay and linkage between the domains of Management And Psychology have always been a zone of inquisitiveness for management & behavior scientists. Whether one speaks of work management or self management , cognitive capacities of the person does have a huge role to play in the same , which is just not confined to the Intelligence Quotient of the person but something way broader than that.Similarly , when it comes to analysing ones ' financial behavior much like the other dimensions of behaviour , the contribution of the field of Psychology cannot be undermined. Hence , this research paper , via extensive literature review tends to explore the the interplay of the various cognitive blocks which tends to affect ones ' financial behavior.

***IndexTerms* - Cognitive Blocks , Perception , Heuristics , Attribution Errors , Cognitive Dissonance , Biases .**

I. Introduction

Since the mid-1950s, the field of finance has been dominated by the traditional finance model developed by the economist of the University of Chicago. The Central assumption of the traditional finance model is that people are rational. Standard Finance theories are based on the premises that investor behaves rationally and stock and bond markets are efficient. As the financial economist were assuming that people(investors) behaved rationally when making financial decisions, psychologists have found that economic decision are made in an irrational manner, so they challenge this assumption of standard finance. Cognitive error and extreme emotional bias can cause investors to make bad investment decisions, thereby meaning that they act in irrational manner.

It would be nice if investors and markets moved solely on the basis of fundamentals and economic and financial analysis of businesses. But at times, investors appear to lack self-control, act irrational, and make decisions based more on personal biases than facts.

The study of such psychological influences on investors and, by extension, markets, is called behavioral finance.

One could say behavioral finance came about as a way to explain in a rational way the irrational behavior of markets and investors or, as one acclaimed economist put it, finance from a broader social science perspective including psychology and sociology.

Traditional financial theory holds that markets and investors are rational; investors have perfect self-control, and aren't confused by cognitive errors or information processing errors.

Now, according to the Corporate Finance Institute, behavioral finance holds that investors are considered "normal," not "rational;" they have limits to their self-control, are influenced by their own biases, and make cognitive errors that can lead to wrong decisions.

The study of behavioral finance, a sub-field of behavioral economics, arose in the 1980s, when cracks began to appear in what was then considered the Efficient Market Hypothesis.

Journal of Emerging Technologies and Innovative Research

An International Open Access Journal Peer-reviewed, Refereed Journal

www.jetir.org | editor@jetir.org An International Scholarly Indexed Journal

Certificate of Publication

The Board of

Journal of Emerging Technologies and Innovative Research (ISSN : 2349-5162)

Is hereby awarding this certificate to

Sneha Dutta

In recognition of the publication of the paper entitled

To study the interplay of Cognitive Blocks in Behavioral Finance : A Theoretical Management cum Psychological Perspective.

Published In JETIR (www.jetir.org) ISSN UGC Approved (Journal No: 63975) & 7.95 Impact Factor

Published in Volume 7 Issue 4 , April 2020 | Date of Publication: 2020-04-30

Parin P

EDITOR

EDITOR IN CHIEF

ISSN 2349-5162

JETIR2004510 **Research Paper Weblink http://www.jetir.org/view?paper=JETIR2004510** **Registration ID : 231310**

A Study on the Workplace Implications of Incivility upon Worker's Productivity

[1] Sneha Dutta , [2] Dr. Pooja Chatterjee,
[1]State Aided College Teacher , [2]Assistant Professor & Head ,
[1]Department of Business Administration,
[1]Asutosh College , Kolkata , India.

Abstract : A growing body of research explores workplace incivility, defined as low-intensity deviant workplace behavior with an ambiguous intent to harm. In the 15 years since the theoretical introduction of the workplace in- civility construct, research in this domain has taken off, albeit in a variety of directions.The present research aimed to figure out how incivility impacts the workplace behavior of the employees upon their mental health & their productivity. An exhaustive literature review was carried out to identify the broad dimensions demanding attention in this regard. Research was carried out in two segments , firstly , via a semi-structured questionnaire & then via a focused group interview which elicited certain information pertaining to the dispositions , behavioral antecedents , situational antecedents, affective outcomes , attitudinal outcomes & cognitive outcomes of incivility at workplace.

IndexTerms - **Low – intensity defiant workplace behavior , Organizational Citizenship Behavior , Attrition , Behavioral Antecedents , Situational Antecedents , Affective outcome , Attitudinal outcomes ,Cognitive outcomes.**

I. Introduction

In the last two decades, workplace negativity has emerged as a focal topic in the organization behavior literature. Thousands of studies have investigated how various types of negative workplace behaviors influence organization-level, group-level, and individual-level outcomes. Originally, the literature mainly focused on topics such as workplace aggression, deviance, bullying, and abusive supervision and predominately investigated the detrimental effects of negative workplace behaviors on targets' work attitudes, work behaviors, and well-being. This research has shown that targets of these negative workplace behaviors engage less in organizational citizenship behaviors (Dalal, 2005), have higher turnover intentions (Chiaburu & Harrison, 2008), and experience more stress than their colleagues (Bowling & Beehr, 2006). A relatively new addition to the domain of negative workplace behavior is workplace incivility, defined as low-intensity deviant workplace behavior with an ambiguous intent to harm (Andersson & Pearson, 1999, p. 457). Examples of uncivil behavior include talking down to others, making demeaning remarks, and not listening to somebody (Porath & Pearson, 2009).

Workplace incivility is ubiquitous. It has been estimated that 98 percent of workers experience incivility, with 50 percent experiencing such conduct at least weekly (Porath & Pearson, 2013). The monetary cost of experiencing incivility is estimated at $14,000 per employee annually, due to project delays and cognitive distraction from work (Pearson & Porath, 2009). These statistics are alarming as they indicate that incivility affects many employees and has a large financial impact on the organizations they work for. Moreover, the human costs borne by employees who are subjected to workplace incivility are quite severe. They may, for instance worry, try to avoid the instigator, withdraw from work, and even take their frustrations out on customers (Porath & Pearson, 2013).

The alarming rate and costs of workplace incivility stimulated universities to develop and execute civility campaigns (e.g., Oregon State University, Central Florida University, State University of New York, and Loyola University), led to the startup of a grassroots movement that advocates civility in government, and motivated a variety of organizations to emphasize civility in their organizations (e.g., Character Counts in Iowa, the Community Foundation of Greater Des

Journal of Emerging Technologies and Innovative Research
An International Open Access Journal **Peer-reviewed, Refereed Journal**
www.jetir.org | editor@jetir.org **An International Scholarly Indexed Journal**

Certificate of Publication

The Board of

Journal of Emerging Technologies and Innovative Research (ISSN : 2349-5162)

Is hereby awarding this certificate to

Sneha Dutta

In recognition of the publication of the paper entitled

A Study on the Workplace Implications of Incivility upon Worker's Productivity

Published In JETIR (www.jetir.org) ISSN UGC Approved (Journal No: 63975) & 7.95 Impact Factor

Published in Volume 7 Issue 7 , July-2020 | Date of Publication: 2020-07-31

Parisa P
EDITOR

EDITOR IN CHIEF

ISSN 2349-5162

JETIR2007398 **Research Paper Weblink http://www.jetir.org/view?paper=JETIR2007398** **Registration ID : 235687**