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Book Chapter:

1. Arnita Sur, Joseph Durai Selvam, Nagendra BV, Ganesh L. **A Study on Cognitive Biases that Influence Decision Making of Investors and their Impact on Investors.** Emergent Research on Business and Society: An India-Centric Perspective. Transnational Press London, Management Series: 14, Publication Date: 9 October, 2023, Chapter-6, Page No. 113-142. Paperback ISBN: 978-1-80135-051-8. Digital version ISBN: 978-1-80135-230-7.