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Introduction to Volume 1, Issue 1, Winter 2011

Welcome to the inaugural issue of *Advances in Behavioral Finance & Economics*, the Journal of the Academy of Behavioral Finance & Economics. A new volume will be published each year in two or more issues.

The journal welcomes submissions in which human behavior plays some role in explaining how markets, companies, and the economy function. Interpret this broadly as is illustrated by the breadth of articles in this volume, which includes studies of microfinance, real estate, asset pricing, lottery jackpots, entrepreneurship, and more.

As the fields of behavioral finance and economics evolve, so have appropriate scholarly research methods. Some methods are adapted from fields like psychology that have a long history of examining behavior. Nevertheless, behavioral finance and economics scholars integrate those methods for investigating both individual behavior and its impacts on markets and the economy. All of these methods are welcome in this journal, including theory, traditional finance and economics’ methods, experiments, meta-analysis, and surveys. In fact, the articles in this volume demonstrate these methods.

The papers in this first volume were presented at the Academy’s annual academic conference in September, 2010 and then survived the review process. The first volume is being published in two issues.

John Nofsinger
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