**Contents**

1 Introduction ................................................................. 1

2 Conservatism Bias and Asset Price Overreaction or Underreaction to New Information in a Competitive Securities Market .......... 5

3 Conservatism Bias and Asset Price Overreaction or Underreaction to New Information in the Presence of Strategic Interaction .... 15

4 Representativeness Heuristic and Asset Price Overreaction or Underreaction to New Information in a Competitive Securities Market ...................................................... 27

5 Representativeness Heuristic and Asset Price Overreaction or Underreaction to New Information in the Presence of Strategic Interaction .................................................... 41

6 The Presence of Representativeness Heuristic and Conservatism Bias in an Asset Market ................................................. 53

7 Conclusion ................................................................. 65

Appendix ................................................................. 67

References ................................................................. 69
Asset Price Response to New Information
The Effects of Conservatism Bias and Representativeness Heuristic
Luo, G.Y.
2014, VII, 70 p., Softcover
ISBN: 978-1-4614-9368-6