



## Decisions [ risk and reward

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Johnson, Johnnie (1952-)

Bruce, Alistair

Routledge,  
2008

Monografía

This book addresses a wide range of contemporary issues in decision research, such as how individuals deal with uncertainty and complexity, gender-based differences in decision-making, what determines decision performance and why people choose risky activities

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**Título:** Decisions electronic resource] risk and reward edited by Johnnie Johnson and Alistair Bruce

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**Mención de serie:** Routledge studies in business organization and networks 44

**Nota general:** Description based upon print version of record

**Bibliografía:** Includes bibliographical references and index

**Contenido:** Motivation for betting and risk taking -- Toward an explanation of betting as a leisure pursuit -- Costing excitement in leisure betting -- Successful betting strategies : evidence from the UK off-course betting market -- The impact of complexity on decision-making behaviour -- The complex decision : insights from naturalistic research -- An empirical study of the impact of complexity on participation in horserace betting -- A probit model for estimating the effect of complexity on risk taking -- Risk strategy under task complexity : a multivariate analysis of behaviour in a naturalistic setting -- Decision making under risk : effect of complexity on performance -- Gender differences in decision-making behaviour -- Gender and DSS design : the research implications -- Male and female betting behaviour--new perspectives -- Gender-based differences in leisure behaviour : performance, risk-taking and confidence in off-course betting -- Decision-making, risk and gender : are managers different? -- The use of information by decision makers and deviations from rational economic behaviour -- A violation of dominance and the consumption value of gambling -- Exploring decision makers' use of price information in a speculative market -- Gluck's second law : an empirical investigation of horserace betting in early and late races -- Investigating the roots of the favourite-longshot bias : an analysis of decision-making by supply and demand-side agents in parallel betting markets -- Market efficiency analysis requires a sensitivity to market characteristics : some observations on a recent study of betting market efficiency -- Efficiency characteristics of a

market for state contingent claims -- Market ecology and decision behaviour in state-contingent claims markets --  
Calibration of subjective probability judgements in a naturalistic setting

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