

**BEHAVIORAL ASSET PRICING MODELS ON RUSSIAN FINANCIAL MARKET**

Semen Y. Bogatyrev, The Financial University under the Government of the Russian Federation, Moscow,  
Russian Federation

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**ABSTRACT**

The process of developing, the basis of the Behavioral finance in Russia is described. The results of some behavioristic researches in Russian M&A and stock markets are presented. The perspectives of the further development of the Behavioral finance are outlined.

Keywords: *Behavioral finance, Behavioral valuation, DHS model, overconfidence.*