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Cornett is co-author with Anthony Saunders of Financial Institutions Management and Financial Markets and Institutions. She serves as an associate editor for the Journal of Banking and Finance, the Journal of Financial Services Research, Review of Financial Economics, Financial Review, and Multinational Finance Journal.

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Dr. Nofsinger is a leading expert in behavioral finance and is a frequent speaker on this topic at industry conferences, universities, and academic conferences. He is frequently quoted or appears in the financial media, including the Wall Street Journal, Financial Times, Fortune, Bloomberg Businessweek, the Washington Post, and CNBC.

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Cornett is co-author with Anthony Saunders of Financial Institutions Management and Financial Markets and Institutions. She serves as an associate editor for the Journal of Banking and Finance, the Journal of Financial Services Research, Review of Financial Economics, Financial Review, and Multinational Finance Journal.

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Risk is defined as "the volatility of an investment, which includes current portions of firm- specific risk and market risk" (Cornett, Adair, & Nofsinger, 2016, p. 221). Risk is measured using the standard deviation of percentage returns, which reviews the volatility of past returns to get a figure for how future returns may vary.

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