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## ONE-DAY CRICKET INTERNATIONALS & STOCK MARKET RETURNS: EVIDENCE FROM INDIA

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### **ABSTRACT**

*In behavioral finance, emotional and visceral factors are often considered important determinants of asset pricing. This study examines the relationship between Indian cricket team's performance in one day international cricket matches and returns of the Indian stock market. The main conclusion of the study is that there exists an asymmetric relationship between the performance of the Indian cricket team and stock market returns. It is found that win & loss by the Indian cricket team has statistically significant impact on stock market returns.*

**Keywords:** *Behavioral finance, Stock Market Return, Cricket, India*

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