

## Bibliometric Insights into Behavioral Finance: An Analysis of Publication Growth and Scholarly Impact (1988–2024)

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### Abstract

**Purpose:** This study aims to look into changes in the publication trends of behavioral finance research papers published between 1988 and 2024. This paper uses Bradford's rule to identify which journals are well-known for their scholarly production on behavioral finance context and Lotka's law to assess the writers' output.

**Design/Methodology/Approach:** This paper combines bibliometric analysis, which uses The Lens database to perform an accurate and comprehensive statistical analysis of publications to examine the trends in behavioral finance over the years. 125 articles from 96 sources were selected for the present research out of 1000 articles retrieved from 433 sources.

**Findings:** The results have confirmed that the field of behavioral finance is expanding, and more scholars are paying attention to it. There was only one published paper between 1988 and 1992. It became well-known in 2007, and in 2023 and 2024, thirty-five articles were published. A list of the most popular articles in the database was included in the results. Samuelson (1988) tops the list with 4724 citations for his 1988 Journal of Risk and Uncertainty article.

**Originality/Value:** This paper reviewed relevant literature that is available on The Lens Database. It covers an extended time frame of almost five decades (1988–2024). This paper attempts to look into changes in the publication trends of behavioral finance research papers. This study builds a solid theoretical framework for researchers and academicians by demonstrating the available literature on behavior finance.

### Keywords

Behavioral finance, Bibliometric analysis, Lotka law, Bradford law, Risk aversion.