

The Survey Behavior OF Investors In The Tehran Stock Exchange Using The Analytic Network Process

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Abstract The main objective of this study is to investigate the behavior of investors in the Tehran Stock Exchange with using network analysis process. This research is descriptive research field, according to the research content of the information in this theory, literature and literature on the basis of information contained in books, journals, theses and Internet collected the aim of this research is library, Given that research is organized studied in real terms puts this research is field study. The study population is included 14 university professors, activists and traders the stock exchange. The instruments with which to measure variables to be explored is made questionnaire. To analyze the data the ANP multi-criteria approach is used The steps are include setting goals, forming clusters and create a model, implementation model, pairwise comparison matrix cluster communication and ultimately prioritize options. Finally, the spss software and Super Decision was used to analyze for descriptive statistics and inferential statistics.

Keywords : Key words: behavior of investors, ANP, capital structure

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