

## From the Editor

The lead article in this volume is a survey of the rapidly growing field of behavioral investing authored by Kent Baker and John Nofsinger. Professor Baker is the University Professor of Finance at American University. Professor Nofsinger is at Washington State University. Consistent with my goals for a lead article, this research provides an excellent summary of the recent research in an area that is important to individual financial management. In this case, the focus is on how investors think and how investors feel. Professors Baker and Nofsinger also offer investors some ideas as to how to avoid behavioral mistakes. Lastly, the article presents several areas ripe for research. I welcome additional research in behavioral investing as this topic fits nicely within the goals of *Financial Services Review*.

The second article is by R. Douglas Van Eaton, from Texas Christian University, and James Conover of the University of North Texas. They examine the issue of equity allocation and investment horizon. In building on a number of articles in our journal related to this topic, the article offers insights based on both considerations of lump-sum versus ongoing investment. The authors find that even risk-averse lump sum investors should consider large equity exposure given a long investment horizon. The third article is by Pete Oppenhemier of North Georgia College and State University. Professor Oppenheimer examines the impact of options in automobile leasing contracts, a topic not well understood by lessees. He shows that when lessees ignore put options related to mileage and vehicle conditions they can make poor decisions. The fourth article is by Rui Yao, Sherman D. Hanna, and Catherine P. Montalto from the Ohio State University. They study the factors that relate to higher levels of household capital accumulation, measured by the ratio of investment assets to net worth. The fifth article is by Jonathan Fletcher, David Forbes, and Andrew Marshall. Professors Fletcher and Marshall are from the University of Strathclyde. Professor Forbes is from Glasgow Caledonian University. These authors analyze the use of derivatives by unit trusts in the United Kingdom. Their findings offer individual investors some perspective on the use of derivatives and the impact on investment performance and risk. The last article is by Winfield Betty and Karan Bhanot. Both are from the University of Texas at San Antonio. They examine Treasury Inflation Protected Securities (TIPS) and find that these investments offer higher returns and higher volatility than a series of Treasury Bills.

I appreciate the great support of the journal's Associate Editors plus those reviewers who

were put under time pressure this last quarter. The authors in this volume should be commended as well for their responsiveness. Karen Lahey is also due thanks for her continued editorial contributions. In the short term, I will continue to be pressed to meet a quarterly schedule due to a low inventory of accepted papers. Please consider submission to the *Financial Services Review*. I welcome articles over the range of areas that comprise personal financial planning. While our articles are certainly eclectic in terms of topic, data, and method, they are focused in terms of motivation. We exist to produce research that addresses issues that matter to individuals. I remain committed to making the journal appear on a quarterly basis and be the best academic outlet in individual financial management and personal financial planning.

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