

Accepted Manuscript

Title: Revisiting loss aversion: Evidence from Professional Tennis

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PII: S0167-2681(17)30296-2
DOI: <https://doi.org/doi:10.1016/j.jebo.2017.10.014>
Reference: JEBO 4174

To appear in: *Journal of Economic Behavior & Organization*

Received date: 1-6-2017
Revised date: 22-9-2017
Accepted date: 23-10-2017

Please cite this article as: Nejat Anbarci, K. Peren Arin, Torben Kuhlenkasper, Christina Zenker, Revisiting loss aversion: Evidence from Professional Tennis, <![CDATA[*Journal of Economic Behavior and Organization*]]> (2017), <https://doi.org/10.1016/j.jebo.2017.10.014>

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Highlights

1. A theoretical framework for the existence of loss aversion in professional tennis was provided.
2. A novel data set for both male and female tennis players from 2013 Dubai Tennis Championships, which include not only the serve speed but also the serve location were used to test the theoretical predictions of the model.
3. Empirical results from semi parametric additive mixed models provide evidence for the existence of loss aversion, however, we also show that loss-aversion kicks earlier for male players.

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