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## WOMEN ON TOP: EMPIRICAL RESEARCH ON DOMINANCE PORTFOLIO INVESTMENT IN INDONESIA

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### ABSTRACT

Women have a huge opportunity as the leader in the company to decide the investment for herself. Generally, women have low participation in the investment activity. Women usually have not a full appreciation on the financial issues. It is because women are too risk averse, too emotional, sometimes simply too easy to lose the investment profit, and too broke to be good investors. On the contrary, as the leader for the company, women engaged in a very good job position or to be a good decision maker with their expertise. Thus, the researcher will investigate the relationship between some variables with the dominance portfolio investment especially for women in Indonesia as the company leader. There are 310 women as the samples in this research from around Indonesia. The result of the study show that financial knowledge, perception towards investment, self assessment as investor, and financial planning have significant relationship toward the dominance portfolio investment.

*Keywords: financial knowledge, investment, financial planning, portfolio*

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