

## **Financial Decision Making of Urban Working Women in West Bengal: A Behavioural Centric Approach**

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**Abstract:** This study empirically explores the financial decision making of Urban Working Women in West Bengal using a Behavioural centric approach. It investigates the structural covariance among latent factors like Financial Skill (FSK), Financial Well-being (FWB), Financial Decision Making (FDM) and Money Management Stress (MMS) through Structural Equation Modelling (SEM). Financial Skills primarily, the three core competencies - budgeting skills, analytical thinking, and financial acumen - are critical drivers of sound financial decision-making leading to increased Financial Well Being and reduced Money Management Stress in Urban Working Women. The findings are important for policymakers, educators, and practitioners in designing interventions that promote women's economic empowerment through better financial decision making.

**Keywords:** Urban Working Women, Financial Decision Making, Financial Skills, Financial Well Being, Money Management Stress

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