

Report Type

Mid Term Award Report

Full Name

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Faculty/Department

Cambridge Judge Business School

Project Title

Individual Investors in the SME Micro bond Market

Project Abstract

Investors appear pre-disposed to investing in companies located close to where they live. This “local bias” has been shown in the literature to be a significant determinant of price formation, trading activity, and investor diversification. In this project, we are trying to identify how local bias evolves in a unique environment in Germany, wherein a firm launched a new investment product (a microbond) and marketed it directly to individual investors.

Activities and Achievement

We have collected the data for the project and are currently running analyses.

Dissemination

Once the paper is written up, we plan to submit to a finance and economics journal.

Outputs

NA

Major Difficulties and Any Other Issues

Getting original data

Web Links

NA

Additional Information

Declaration

This award has not yet produced any relevant outputs, but details of any future publications will be submitted to the CERF database as soon as they become available.

Signature - Main Award Holder