

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 the first set of analyses.

Dissemination

We are planning to submit this to one of the top 3 finance or economics journals.

Outputs

Major Difficulties and Any Other Issues

We have had to hand-collect a considerably larger amount of data than we had first envisaged. As we analyse the data, we have also had to return to the firm for additional data and expect to have costs for the analysis and translation of this data.

Web Links

None at the moment.

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