SBMT4000 SBM Undergraduate Honors Research Project

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Project Summary

Topic:
Retail Investor Heterogeneity Across Global Capital Markets

Research Question:
How do different types of retail investors differ in their investment behavior, information acquisition, and portfolio choices, and how do these differences vary across capital markets such as the United States, Europe, and Asia?

Brief Description:
Retail investors are often treated as a single group, yet they differ substantially in their objectives, investment horizons, trading styles, and information preferences. Some retail investors pursue long-term wealth accumulation through dividend-paying stocks, while others focus on growth opportunities, sustainable investing, thematic strategies, or short-term speculation. At the same time, retail investors operate in capital markets with different institutional environments, regulatory frameworks, and information ecosystems.

This project investigates the heterogeneity of retail investors both within and across countries. The student will examine how different retail investor clienteles acquire and process information, construct portfolios, and respond to market news and corporate disclosures. Particular attention will be given to comparing investor behavior across major capital markets, including the United States, Europe, and Asia. The project aims to improve our understanding of the factors that shape retail investment decisions and the role of retail investors in modern capital markets.

Remarks