

## BK21 Plus Seminar

1. 주 제 : Why did complex retail financial products become so popular? – Evidence from market for structured retail products
2. 연 사 : 신동화교수 (University of North Carolina)
3. 내 용 : The market for structured retail products (SRPs) has grown rapidly in sales volume and complexity in last two decades across the world. Using a comprehensive data set on SRPs, I examine investors' extrapolative expectations as an explanation of this phenomenon. I find that products with higher past returns have enjoyed higher sales growth, even though past returns do not predict future performance. Interestingly, this extrapolative effect is stronger for more complex products, leading to the observation of greater popularity of more complex products that happen to deliver better past performance. While there is some evidence of financial intermediaries exploiting investors in early part of the sample, my results further suggest that the rapid market growth induced by investor extrapolation has led to more competition among intermediaries, which in turn disciplines exploitation.
4. 일 시 : 2020년 1월 8일 (수) 오후 2시
5. 장 소 : 39동 321호
6. 문 의 : 조성준교수 (zoon@snu.ac.kr)