

# 國立臺北大學統計學系

## 專題演講

講題：Internet Search, Fund Flows, and Fund Performance

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時間：106 年 10 月 18 日 (星期三，13:00~15:00)

地點：三峽校區商學大樓商 3F13 演講廳

### Abstract

This study utilizes the Google search volume index as a direct measure of investor attention to explore the connection between attention-grabbing information and fund flows, survivorship, and the future performance of newly issued funds. We find evidence that investors often engage in the acquisition of new funds that have captured their attention online via attention-grabbing purchases. Fund flows induced by online buzz can supplant those produced from traditional marketing efforts. Furthermore, attention-induced inflows can help sustain new funds in competitive fund markets via the potential mitigation of mergers and liquidations. However, inconsistent with the smart search hypothesis, increases in internet searches for specific funds are not positively related to future fund performances.

~歡迎參加~

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