

Academic Seminar

Disentangling the Influence of Community Pressure on Trading Behavior and Profitability on Social Trading Platform

Amateur investors have increasingly been using social trading platforms to observe, interact with, and emulate the trades executed by professional traders. The present study seeks to examine the impact of community pressure, emanating from amateur investors, on the trading conduct and performance of professional traders within the context of social trading platforms. Additionally, this study endeavors to consider moderating effects of both traders' thinking personality and their degree of social network dominance when scrutinizing the extent to which traders react to the aforementioned community pressure. Drawing upon secondary data acquired from a prominent social trading platform, our analysis indicates that community pressure accumulated from amateur investors has a curvilinear influence on traders' trading behavior. Furthermore, traders possessing thinking personality and exhibiting high dominance within their social networks are inclined to exhibit greater resistance against community pressure, resulting in less susceptibility to behavioral alterations on the trading platform.



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Dr. Zhao Cai is an Associate Professor in Information Systems at University of Nottingham Ningbo China. His research interests focus on the intersection among digital supply chain management and platform competition. Findings from his research have appeared in leading journals such as MIS Quarterly (MISQ), Journal of Operations Management (JOM), Journal of Association for Information Systems (JAIS), and International Journal of Operations and Production Management (IJOPM), among others. Dr. Cai serves as the Managing Editor of Industrial Management & Data Systems (IMDS) and an Associate Editor for Internet Research (IR). Additionally, he has served as a Track Chair for the Pacific Asia Conference on Information Systems (PACIS) and the Wuhan International Conference on E-Business (WHICEB), a Mini-track Chair of the Americas' Conference on Information Systems (AMCIS), and an Associate Editor for the International Conference on Information Systems (ICIS) and the European Conference of Information Systems (ECIS).



Date: 9 November 2023 (Thursday)

Time: 3:15pm – 4:45pm

Venue: SEK 105, 1/F, Simon & Eleanor Kwok Building

Language: English

**** ALL ARE WELCOME ****