Supervising Faculty: Ben Lee

**Research Topics and Questions**

In today’s increasing tumultuous financial markets, how may a wealth management advisor best serve her clients? Clients have experienced significant declines in their assets after enjoying decades of gains. Their confidence has been shaken, making them more vulnerable to behavioral biases. What are biases, and how may such biases be best countered? How can an advisor guide clients through entrenched psychological and emotional challenges? At the same time, many clients believe that they can capture market beating returns (alpha). What are conceptual foundations for alpha? How are sources of alpha commonly understood and misunderstood? How may alpha be captured in a client’s portfolio such that it is balanced against risk? These are the questions to be explored in this directed research project.

**Readings**

* Burnham, T. (2005). *Mean markets and lizard brains: How to profit from the new science of irrationality.* New York, NY: John Wiley & Sons.
* Falkenstein, E. (2009). *Finding alpha: The search for alpha when risk and return break down.* New York, NY: John Wiley & Sons.
* Maiser, D. H., Green, C. H., & Galford, R. M. (2000). *The trusted advisor.* New York, NY: The Free Press.
* Michel-Kerjan, E., & Slovic, P. (2010). *The irrational economist: Making decisions in a dangerous world*. New York, NY: Public Affairs.
* Needleman, J. (1991). *Money and the meaning of life.* New York, NY: Doubleday.
* Pompian, M. M. (2006). *Behavior finance and wealth management: How to build optimal portfolio that accounts for investor biases*. New York, NY: John Wiley & Sons.
* Schwager, J. D. (1992). *The new market wizards: Conversations with America’s top traders*. New York, NY: John Wiley & Sons.
* Shleifer, A. (2000). *Inefficient markets: An introduction to behavior finance.* New York, NY: Oxford University Press.
* Others to be determined by supervising faculty.

**Study Plans**

* Meetings (in-person or via teleconference) will be held every week with the supervising faculty.
* The learning will be reflected on reports that will consist of five 3-5 page writing, responding to the readings, and one longer 25-page integrated review.