Course Overview

Market participants need to pay attention so their actions lead to efficient outcomes, and as a result, asset prices react efficiently to information. In reality, attention is a scarce cognitive resource. Therefore, limited attention can have major impact in the financial markets.

This course gives a brief introduction to the emerging literature on investor attention. Specifically, we will go over theoretical models of limited attention, discuss empirical measures of investor attention, and review empirical evidence of how attention affects both asset pricing and corporate finance outcomes.

Required readings for each topic can be found below. You are expected to have read these papers prior to the classes and to participate in the discussions. There will be written closed-book exam on September 12, 2019. In addition, I want you (or if you prefer in a team of two) to think about a research idea involving investor attention and make a 20-minute presentation in the last two classes. After receiving the feedback from me and your classmates, you should submit a short research proposal (no more than 5 pages) to me via email before September 26, 2019. My hope is that your research proposal will eventually turn into a journal publication!

Both required and additional readings can be downloaded as a zip file from my website (https://www3.nd.edu/~zda/PhD_Papers.rar).

Contact Information

Office: TBA
Email: zda@nd.edu
Office Hour: Each day after the class meeting

Class Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Times</th>
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<tbody>
<tr>
<td>Monday, August 12</td>
<td>13.15 – 15.45 and 16.30 – 18.00</td>
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<tr>
<td>Tuesday, August 13</td>
<td>10.15 – 11.45 and 13.15 – 14.45</td>
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<td>Wednesday, August 14</td>
<td>10.15 – 11.45 and 13.15 – 14.45</td>
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<td>Thursday, August 15</td>
<td>10.15 – 11.45 and 13.15 – 14.45</td>
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<tr>
<td>Friday, August 16</td>
<td>10.15 – 11.45 and 13.15 – 14.45</td>
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Topics and Required Reading:

1. Theoretical


2. Measurement


3. Empirical


