

# Research Colloquium on 'Crowd Dynamics and Financial Markets' Spring 2015

**23 March, 3-5 pm, Porcelaenshaven 18A, Room 3.135**

**Alex Preda and Roland Gemayel: 'Do Social Media Produce Conformism? Herding Behaviour among Trade Leaders on Social Trading Platforms'**

Alex Preda is professor in the Department of Management at King's College London. His research concerns trading behaviour and communication in electronic finance. He is finishing a book on *Noise: Living and Trading in Electronic Markets*, contracted with the University of Chicago Press.

Roland Gemayel is a PhD student in the Department of Management at King's College London. His dissertation topic concerns trading behaviour on social trading platforms.

**20 April, 3-5 pm, Porcelaenshaven 18A, Room 3.135**

**Paul Crosthwaite: "'A Goddamn Theory of Everything': The Political Unconscious of the Efficient Market Hypothesis'**

Paul Crosthwaite is a lecturer in English Literature at the University of Edinburgh. His publications include *Trauma, Postmodernism, and the Aftermath of World War II* (Palgrave Macmillan, 2009) and, as editor, *Criticism, Crisis, and Contemporary Narrative: Textual Horizons in an Age of Global Risk* (Routledge, 2011). He is a curator of the exhibition "Show Me the Money: The Image of Finance, 1700 to the Present" and an editor of the accompanying book from Manchester University Press. He is currently completing a book entitled *Speculative Investments: Finance, Feeling, and Representation in Contemporary Literature and Culture*.

**4 May, 3-5 pm, Porcelaenshaven 18A, Room 3.135**

**Liz McFall: 'Following the Crowd? Understanding the Surprisingly Contagious Appetite for Doorstep Finance Products in the UK 1850-1960'**

Liz McFall is Head of Sociology at the Open University, UK. Her work explores how people, states and markets interact in welfare and financial services provision and how this is being reconfigured through legislative changes like the Affordable Care Act alongside the technological convergence surrounding digital health. Her book *Devising Consumption: cultural economies of insurance, credit and spending* (2014) argues that

and markets were inevitable if uneasy allies in the promotion of public welfare and consumption. Liz is author of *Advertising: a cultural economy* (2004), co-editor of *Conduct: sociology and social worlds* (2008) and Joint Editor-in-Chief of the *Journal of Cultural Economy*. Her article 'A Good, Average Man: calculation and the limits of statistics in enrolling insurance customers' won the 2011 Sociological Review prize. She is co-founder of the CHARISMA Consumer Market Studies research network.

**18 May, 3-5 pm, Porcelaenshaven 18A, Room 3.135**

**Olivier Godechot: 'Financiers as Pirates: Collaborations Ties, Recruitment and Team Formation'**

Olivier Godechot is Co-Director at the Max Planck Sciences Po Center on Coping with Instability in Market Societies, Paris. He is CNRS research fellow, affiliated with the Observatoire sociologique du changement, and holder of the AXA-Sciences Po Chair of Economic Sociology.

**28-29 May, Kilevej 14, Room Kilen Ks71**

**Conference on 'Imitation, Contagion, Suggestion: Rethinking the Social'**

Confirmed speakers include: Lisa Blackman (Goldsmiths, University of London), Christian Borch (Copenhagen Business School), Andrea Mubi Brighenti (University of Trento), Elisabetta Brighi (University of Westminster), Kristian Bondo Hansen (Copenhagen Business School), Nidesh Lawtoo (Johns Hopkins University), Ruth Leys (Johns Hopkins University), Peta Mitchell (Queensland University of Technology), Robert Peckham (University of Hong Kong), Marc Renneville (CNRS, Center A. Koyré, History of Science and Technology, Paris), Bjørn Schiermer (University of Copenhagen), and Sebastian Vehlken (Leuphana Universität Lüneburg).

**The research colloquium and the conference are organized under the auspices of the Sapere Aude research project on 'Crowd Dynamics in Financial Markets'. For further information, please contact Professor Christian Borch, [cbo.mpp@cbs.dk](mailto:cbo.mpp@cbs.dk), or visit [info.cbs.dk/crowds](http://info.cbs.dk/crowds) where abstracts are available.**



DEPARTMENT OF MANAGEMENT,  
POLITICS AND PHILOSOPHY

COPENHAGEN BUSINESS SCHOOL

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