عنوان فارسی مقاله:
هویت اجتماعی و تصمیمات سرمایه گذاری

عنوان انگلیسی مقاله:
Social identification and investment decisions

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
5. Conclusion

This paper investigates the investment decisions of investors at specialized, socially responsible banks. The clientele of these socially responsible banks is interesting, because the banks' business model starkly deviates from that of banks that offer conventional investment products. According to traditional financial theory, investors only select investments based on a risk–return trade-off, and they would not restrict their investment set based on social-responsibility criteria. The business model of the two banks is to exclusively offer socially responsible investment and savings accounts to their clients. Research has thus far given us little information about the clients of such banks. What do their portfolios look like? What returns and risk do they expect on SRI funds? Do they invest at these banks for risk- and return-related reasons or also because doing so fits their social identity?