

EFQA Research Seminar Series

Shared Spaces, Shared Reputations: Investment Advisor Misconduct and Affiliated Bank Branches

How does misconduct in one part of a financial organization affect the rest of the business? This research shows that investment adviser misconduct can damage the reputation of affiliated bank branches, leading to lower deposits, customer migration to competitors, and even branch closures, highlighting how reputational risk can extend across interconnected financial institutions.

WEDNESDAY, SEPTEMBER 23
1:00-2:00 PM
BB380

Refreshments will be provided



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