

2017 財務金融與管理研討會(2017FMC)

【論文摘要投稿資料表】

論文題目*	中文*	投資者人格特質對風險管理與投資績效關連性之研究				
	英文*	Research on the Connection of Investor Personality Traits to Risk Management and Investment Performance				
發表類別*	<input type="checkbox"/> 教師組 <input checked="" type="checkbox"/> 學生組 (請擇選一勾選)					
研究議題*	<input checked="" type="checkbox"/> 財務金融 <input type="checkbox"/> 管理領域 (請擇選一勾選)					
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中文摘要*	<p>本研究主題，投資者人格特質、風險管理與投資績效之關連性研究主要是以不動產投資者人格特質為主要之因變數，並以購買不動產購買目的是希望藉由投資理財從中獲利之不動產投資者為研究對象，透過實證分析，進一步瞭解目前不動產投資者之人格特質、風險管理及投資績效等三類主要變數間之關連性，經由實證分析結果得知，在投資風險管理的因素構面上除資訊管道中的新聞媒體、專家分析、專業財經雜誌及購買動機中的出租及資金來源中的自有資金、銀行貸款等構面無顯著差異外，其餘資訊管道中的網路、市場小道消息、自己研究與判斷及花費時間、投資時間、持有期間、成交金額、多久購買及購買動機中的買賣獲利、置產保值、擁有幾戶及投資獲利情形等績效構面與「樂觀」、「請益進修」以及「資訊掌握」等投資風險管理認知具有顯著差異，因此不同績效不動產投資人，所具備的投資風險管理認知也會有所不同。不動產投資人績效管理不同，在投資風險管理認知上有顯著差異。根據研究結果，在人格特質對投資風險管理構面具有顯著相關，由此可知，不動產投資人之人格特質的確會影響投資風險管理。另外，在檢視人格特質與</p>					

	<p>投資風險管理兩組變數間的整體相關性。由分析結果得知，人格特質與投資風險管理的典型相關係數為 0.667，兩構面間為正向中度相關，當勤奮自律、社交時尚、親和性不動產投資人之人格特質傾向程度越低時，特別是對於勤奮自律人格特質，對樂觀、請益進修、資訊掌握、保守型的投資風險管理理念認知意願程度也會越低，特別是對於請益進修投資風險管理認知。</p> <p>關鍵詞：不動產、人格特質、風險管理、投資績效</p>
英文摘要*	<p>Real estate investment is a business with characteristics of high risk, high reward and high capital. Traditionally people believe that where there is a piece of land, there is wealth and consequently result in high preference in real estate investment. The investors would expect their properties remain high value or higher value for sale and receive capital gain no matter they invest the properties for self-residence or simply for investment. The purpose of this study was aimed at the real estate investors to investigate the relationships among their personality, risk management for investment and their investment performances. This study would also present some practical suggestions for real estate investors' self-evaluation in their investment.</p> <p>The snowball sampling approach of the purposive sampling method was applied to conduct a paper questionnaire survey. 300 questionnaires were issued and 278 valid copies were returned with a valid return rate of 92.7%. The data were analyzed by SPSS statistical software package to examine the study hypotheses. The major study results included the followings: The real estate investors' personality would include five factors, such as: Conscientiousness, social fashion, agreeableness, credibility and neuroticism with 52.84% of the variance explained. As to the risk management of investment, four factors were obtained as: optimism, hard study, information holder and conservative with 48.10% of the variance explained. A Pearson relation analysis was used to examine the relationships between personality and risk management factors and the result showed that most factors were positive related except the factors of neuroticism and study hard, credibility and information holder. Besides, the canonical correlation analysis also showed the positive relationships among factors except the factor of neuroticism.</p> <p>According to the study results, some practical suggestions and future study topics were presented for the references of real estate investors and future researchers and hopefully they would be helpful for investors to evaluate themselves if they are suitable or not to be involved in this investment business.</p> <p>Keywords: Real estate investors, Personality, Risk management of investment. Investment performance</p>
關鍵字*	<p>Keywords: Core Competence, Bank Financial Specialist, Performance</p>

【註】：*表必填；請務必在 **2017 年 2 月 5 日(星期日)**前將檔案 Email 到 2017fmc@gmail.com 信箱中。