

AI helps with optimal financial decision-making performance

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On the 18th of November 2017, the guest speaker Mr. Ken Medanić from NeuroTrader presented their technology at the 9th International Hedging Investment Forum/7th Annual Meeting of Absolute Return Investment Management Association of China in Shanghai.

He is one of the researchers into the science of human decision making as it pertains to the financial markets. With over 8 years of empirically-based study, their findings demonstrate that the most effective means to mitigate market risk and maximize market opportunity is by monitoring the biological responses of the trader in real-time. The biological responses of the trader are a leading indicator of price and market sentiment.

They believe that the key determining factor of financial market risk is the human-being. They find that losses in the financial markets are attributed to poor decision making on the part of the trader/investor. Further, they find that poor decision making is a consequence of fear and anxiety, which have specific biological symptoms such as elevated heart rate, erratic breathing and increased muscle tension and perspiration. Much the same way, financial gains and optimal financial market decision making also has specific biological symptoms, better known as "biomarkers". By being able to discern between the two states of human performance they can mitigate trades at the exchange and process order requests based upon the biological state of the trader at the time of order entry, thereby providing an advanced risk-management tool for every institution.

In the Panel Discussion 2, Mr. Ken Medanić introduced their micro-electronics and wearable technologies which capture biological data from the trader and he believes that they can mitigate market orders to limit loss and optimize gains.



