Gender differences in the knowledge and use of Fintech products: is there a role for transparency?

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Motivation and research questions

- Fintech provides a wide set of tools to increase financial inclusion and finally close the gender gap. Nevertheless, due to the gap in technological and mathematical competencies by women, it could also have the opposite effect.

This research aims to:
- evaluate via surveys distributed online to European retail investors the level of knowledge of fintech applications and new AI tools.
- if there are any differences due to the gender in this level of knowledge.
- whether previous investment experience in traditional and Fintech products are influenced by gender per se or via the moderator effect of degree in STEM, mathematical or scientific aptitude.
- The final aim would be to understand whether increased transparency can reduce gender gaps. To this end, we collect information on past performance and transparency of ETF from the KIIDs publicly available on the European stock exchanges’ websites and in the future we will test if this information can drive the investment decision of investors, and any gender differences in this process.
- survey submitted to European retail investors in English
- type of information collected: demographic, knowledge of Fintech and AI, usage of Fintech tools, financial competences, mathematical and STEM competencies
Methodology - 2

- collect information available through KIIDs manually on a sample of ETF.
- past performance, level of risk, fees
Results so far...

Survey

- Few responses yet
- examples include

What is your level of knowledge of the following services/instruments? (0=I don’t know; 5=I know them perfectly)
Results so far…

Survey

Have you used any of these?

- P2P lending platforms
- Crowdfunding
- Cryptocurrencies
- Roboadvisors
- Instant payments
- Instant insurance

- no, never
- yes, sometimes
- yes, regularly
## Results so far...

### ETF information

Tab.1) Descriptive statistics on fees applied by 21 ETFs

<table>
<thead>
<tr>
<th></th>
<th>n of ETF applying the fee</th>
<th>average</th>
<th>std. dev</th>
<th>min</th>
<th>max</th>
</tr>
</thead>
<tbody>
<tr>
<td>purchase fee</td>
<td>8</td>
<td>3.14%</td>
<td>0.83%</td>
<td>2.00%</td>
<td>5.00%</td>
</tr>
<tr>
<td>redemption fee</td>
<td>7</td>
<td>2.71%</td>
<td>0.70%</td>
<td>1.00%</td>
<td>3.00%</td>
</tr>
<tr>
<td>management fee</td>
<td>21</td>
<td>0.19%</td>
<td>0.08%</td>
<td>0.05%</td>
<td>0.33%</td>
</tr>
<tr>
<td>performance fee</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
</tbody>
</table>

Source: Authors’ elaboration on ETFs’ KIIDs
Results so far...

ETF information

[Graph showing results for various ETF information metrics]
Conclusions and further steps

- We want to investigate the role of gender and STEM competencies on the knowledge and use of Fintech tools and AI methodologies.
- After collecting a good (higher!) number of responses through the questionnaire, we will elaborate results.
- Further research will try to connect information availability (transparency) and its moderating role in reducing the gender gap in Fintech and AI.
Thank you!