

**6<sup>th</sup> Annual European Equity Markets Microstructure  
Workshop: Trading and Microstructure Education in  
Business Schools. Thurs-Friday June 7-8 2012**

**Cardiff  
Business  
School**  
*Cardiff University*



**Julian  
Hodge  
Bank**

**Alfred Lerner**  
COLLEGE OF  
**BUSINESS &  
ECONOMICS**

**Baruch** COLLEGE  
*The City University of New York*  
ZICKLIN SCHOOL OF BUSINESS



JOHANN WOLFGANG  GOETHE  
**UNIVERSITÄT  
FRANKFURT AM MAIN**



University of the  
West of England



**Location**

**Cardiff Business School  
Colum Drive  
Cardiff CF10 3EU**

**Sponsors**

Julian Hodge Building  
Cardiff Business School

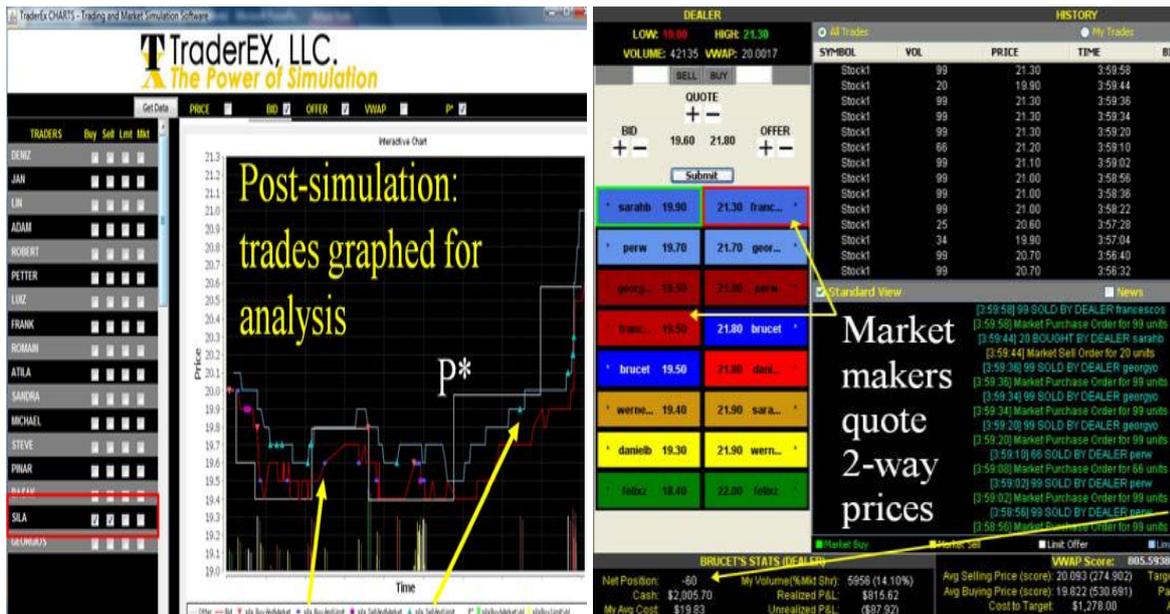
**Organisers**

Prof Bob Schwartz, Prof Bruce Weber, Prof Peter Gomber,  
Prof Kent Matthews

Registration and Accommodation details:

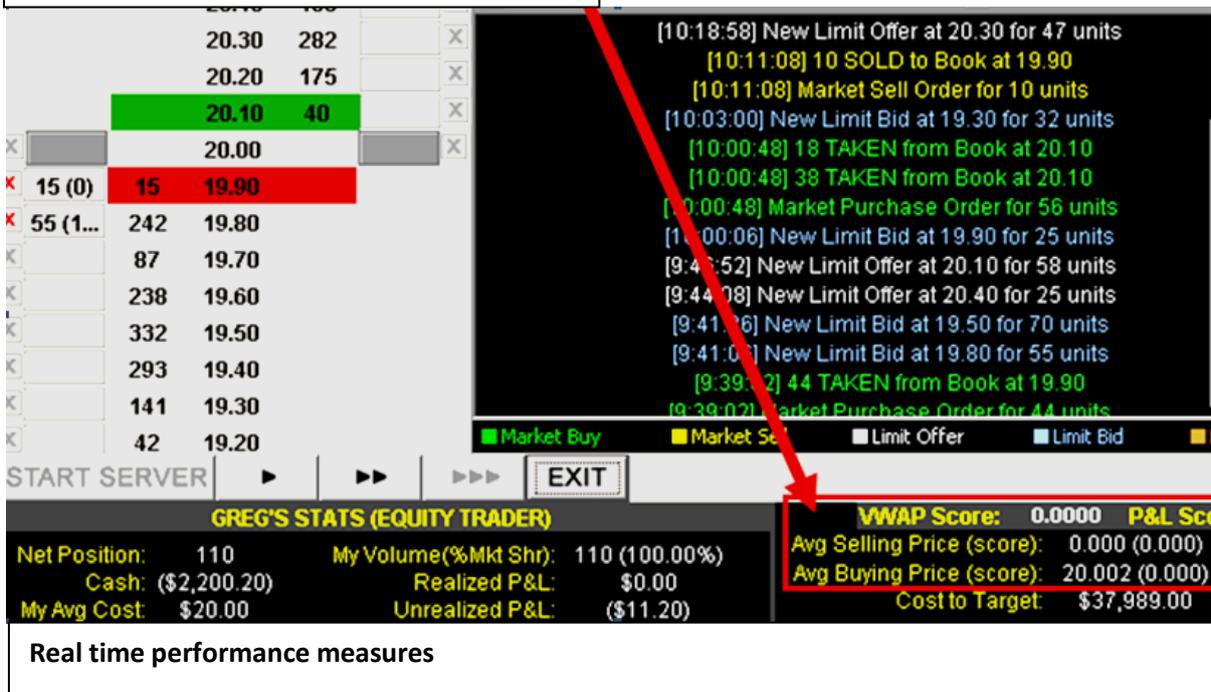
<http://business.cf.ac.uk/news/event/6th-annual-european-equity-markets-microstructure-workshop>





Data and analysis tools for trading assessments

Multiple market structures: Quote driven



Real time performance measures

**TraderEx** enables participants to enter orders into a computer-driven market that generates order flow, and that responds directly to participants' orders. Participants see their results in real-time, and can analyze their decisions after a simulation run. Continuous order driven and quote driven markets are simulated, along with call auctions, a 'dark pool' trading facility and hybrid combinations. Participants will gain experience by competing with each other in networked environment, and assessing performance afterward.

**Primary Target Group:**

All faculty involved in financial markets, microstructure teaching and research, and practitioners with similar trading and market structure interests are welcome.

**Program:**

**Thursday June 7**

- 12:30 Welcome/Registration//Buffet Lunch
- 13.30 Greetings
- Micro-economics of financial Trading Schwartz
- 14.00 Simulation as a Learning Tool - Sipress & Weber (Trading Room)
- 15.15 Break
- 15.30 Trading and Market Structure in Business School education B. Weber, Panel Moderator

**Panelists:**

Dr Amy Tan, Winchester Business School  
Dr Wissam Abdallah, Cardiff Business School  
Prof Hugh Coombs, Glamorgan Business School  
Dr Kevin Evans, Cardiff Business School

- 16.30 Quote Driven Markets Sipress & Weber
- 17.45 Institutional versus individual investors; order flow and information content Woon Wong
- 18.15 End
- 19.30 Gala Dinner

**Friday June 8<sup>th</sup>**

- 09.00 Call Auction/Hybrid Markets Sipress & Weber
- 10.15 The Regulatory Overhaul in European Securities Markets Gomber
- 10:45 Coffee Break
- 11:15 Information in Trading Reality: Matthews

**Panelists:**

Gerald Holtham, Cadwyn Capital and IMRU Cardiff Business School  
Michael Shirley, OSTC  
Anthony Davies, JP Morgan Chase

12.30	Lunch	
14.00	Order Driven Market with Dark Pool Facility	Sipress & Weber (Trading Room)
15.15	Tea Break	
15.30	Designing Trading Exercises and assessment	Weber (Trading Room)
17.00	Conference ends	

## Costs

The registration fee is £200 if received by May 31, 2012 (£100 for PhD students). After, that the fee will be £300 (£150 for PhD students). The registration fee covers seminar materials, a reception, a conference dinner, and lunch on both conference days. Seating is limited!

## Presenter Biographies

**Peter Gomber** holds the Chair of Business Administration, especially e-Finance at the University of Frankfurt/M., since December 2004. Since 2006, he is a Member of the Board of the E-Finance Lab, an industry-academic partnership between Frankfurt and Darmstadt Universities an industry partners. His academic work focuses on market microstructure and auction theory, regulatory impact on financial markets, institutional trading, and innovative concepts/technologies for electronic trading systems. He publishes several articles on the above topics in international journals and was awarded the Reuters Innovation Award 2000, the University Award of DAI (Deutsches Aktieninstitut) 1999, and Best Paper Awards of international conferences. Before joining the University of Frankfurt, he worked for five years as a Director, Head of Market Development Cash Markets at the Trading & Clearing Services Division of Deutsche Borse AG. There he developed new products and market models for cash market trading on the Xetra electronic trading system. Furthermore, he headed market research, strategic and regulatory projects, and was responsible for the provision of Xetra and Eurex Backend Insourcing and Technology Sales Services to international exchanges. Prof. Dr Gomber graduated in Business Administration and acquired his PhD at the Institute of Information Systems at the University of Gieben.

**Robert A. Schwartz** is Marvin M. Speiser Professor of Finance and University Distinguished Professor in the Zicklin School of Business, Baruch College, CUNY. Before joining the Baruch faculty in 1997, he was Professor of Finance and Economics and Yamaichi Faculty Fellow at New York University's Leonard N. Stern School of Business, where he had been a member of the faculty since 1965. In 1966, Professor Schwartz received his Ph.D. in Economics from Columbia University. His research is in the area of financial economics, with a primary focus on the structure of securities markets. He has published over sixty refereed journal articles, twelve edited books, and eight authored books, including *Micro Markets: A Market Structure Approach to Microeconomic Analysis*, Wiley & Sons, 2010, forthcoming. *Using Simulation to Master the Art Equity Trading: The TraderEx Course* (co-authored with Gregory Sipress and Bruce Weber) Wiley & Sons, 2010 forthcoming. *The Equity Trader Course* (co-authored with Reto Francioni and Bruce Weber) Wiley and Sons, 2006 and *Equity Markets in Action: The Fundamentals of Liquidity, Market Structure and Trading* (co-authored with Reto Francioni) Wiley and Sons, 2004. He has served as a consultant to various market centres including the New York Stock Exchange, the American Stock Exchange, Nasdaq, the London Stock Exchange, Instinet, the Arizona Stock Exchange, Deutsche Borse, and the Bolsa Mexicana. From April 1983 to 1988, he was an associate editor of the *Journal of Finance*, and he is currently an associate editor of the *Review of Quantitative Finance and Accounting* and the *Review of Pacific Basin Financial Markets and Policies*, and is a member of the advisory boards of *International Finance and*

the Journal of Trading. In December 1995, Professor Schwartz was named the first chairman of Nasdaq's Economic Advisory Board and he served on the EAB until Spring 1999. He is developer, with Bruce Weber and Greg Sipress, of the trading and market structure simulation, TraderEx (<http://www.etraderex.com/>). In 2009, Schwartz was named the first recipient of the World Federation of Exchanges' annual Award for Excellence.

**Gregory M. Sipress** is the head of technology development for TraderEx, joining in May of 2006. He has a B.S. in Mathematics from the State University at Albany, an M.S. in Business Computer Information Systems from the Zicklin School of Business, Baruch College, CUNY, an M.A. in Computer Science from Boston University and an M.S. in Financial Engineering from Baruch College/Weissman School of Arts and Sciences. He is co-author of "Mastering the Art of Equity Trading through Simulation" with Prof. Schwartz and Prof. Weber (John Wiley & Sons, 2010).

**Bruce W. Weber** is Dean and Professor of Business Administration at the Alfred Lerner College of Business & Economics, University of Delaware. He is a leading expert in the area of information technology management, notably in the financial services sector. His research on IT strategy and the computerization of markets has been published in leading academic journals and has been cited in the Wall Street Journal and the Financial Times. From 2002-11, he was Professor of Information Management at the London Business School, where his teaching included 'IT for Business Value', 'IT Leadership', 'Decision Models', and 'Trading and Financial Market Structure'. His recent books are 'The Equity Trader Course' (with R. Schwartz and R. Francioni), and 'Mastering the Art of Equity Trading through Simulation' (with R. Schwartz and G. Sipress). Weber has a Ph.D. in Decision Sciences from the Wharton School of the University of Pennsylvania, and an A.B. in Applied Math from Harvard University. Prior to joining the London Business School, he was on the faculty of the Stern School of Business, New York University (1991-1998), and Baruch College of the City University of New York (1998-2002), where he was founding director of the Wasserman Trading Floor, a 60-workstation market education center. Together with R. Schwartz, he is co-developer of the trading simulation model used for the Nasdaq 'Head Trader' game and in TraderEx ([www.etraderex.com](http://www.etraderex.com)), a web-based software package for teaching market structure and trading in use at 15 leading business schools in the US, Europe, and Asia.

**Gerald Holtham** is the managing partner of Cadwyn Capital LLP and formerly ran the Cadwyn Global hedge fund. He is a visiting professor at Cardiff Business School, where he is co-director of the Investment Management Research Unit (IMRU). His previous posts include chief investment officer of Morley Fund Management (now Aviva Investors), the UK's second largest active manager with over £105 billion under management; chief economist at Lehman Brothers and at CSFB. Outside the financial sector, he was head of the general economics division at the OECD, Paris and director of the Institute of Public Policy Research. He was the chair of the Independent Commission into Funding and Finance for Wales that reported to the Welsh Government in 2010. His academic posts include: economics fellow, Magdalen College, Oxford, Visiting Fellow, Brookings Institution, Washington DC, affiliated professor London Business School and visiting professor, University of Strathclyde.

**Michael Shirley** is Managing Director at OSTC Wales. OSTC Wales is a proprietary trading company based in South Wales. It currently has approximately 50 traders trading all asset and derivatives. It is part of OSTC Group that has 11 trading offices located around the world. Prior to running OSTC Wales Michael was a self back Futures trader, a Market Maker, and a Money Markets Trader for an investment Bank. He has over 10 years experience in trading Futures contracts of all asset classes.

**Anthony Davies** Joined JP Morgan/ Chase in 1984 (Chemical Bank) in Cardiff as CFO responsible for large ticket asset leasing, aerospace and film financing. Held various other finance related roles including establishing the banks direct and indirect taxation department before moving to London as part of the merger between Chemical Bank and Chase Manhattan to become head of European

management information. In 1996 joined International Treasury Division as Chief of Staff/Business manager responsible for strategy, infrastructure, and transfer pricing and liquidity management policies. Appointed as Project manager for the bank's Euro currency implementation and served on various Bank of England, ISDA and banking committees during this secondment. In 2001 became business manager for Global Treasury Division as part of the merger of Chase with JP Morgan. Global Treasury has a dual function: acts as a macro 'internal hedge fund' taking proprietary risk via investment grade debt and is responsible for management of worldwide liquidity demands of the organisation. Currently also involved in projects looking at business ventures and strategic risk/dealing room locations in Europe and Asia.

**Woon Wong** is currently Associate Professor in Risk Management at University of West of England (UWE). Before joining UWE, he was a Senior Research Fellow of Investment Management Research Unit at Cardiff Business School. After receiving his Ph.D. in Time Series Analysis from University of Manchester in 1993, he had held academic posts in University of Stirling, Scotland and Tamkang University, Taiwan. Professionally, he had also worked in the financial sector and managed an equity hedge fund. He is a qualified Financial Risk Manager (FRM).

**Hugh Coombs** is Professor of Accounting at the University of Glamorgan. He has been instrumental in establishing a trading room facility at Glamorgan and building links with the finance and professional services community. He has published two textbooks in the area of management accounting and a wide range of articles in a variety of academic accounting journals. Hugh has a particular interest in ensuring that the classroom relates as closely as possible to the 'real' world. In addition to developing the Traderex simulation he has led on a number of successful knowledge transfer partnerships working closely with industry and the public services. These projects range from developing entrepreneurial schemes for a charity, developing better procurement and information technology strategies in supply chain management and establishing a new city museum. These have all lead to the development of case studies which have been used in teaching. Hugh recently obtained an EPSRC grant with colleagues investigating trading algorithms and is also working on a project looking at the returns on alternative investment in the comic book collectors' market. His work with the community includes acting as a non-executive director of a large social housing organisation.