



Dissemination Plan

MSCA-ITN Training for Big Data in Financial Research and Risk Management “BigDataFinance”

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Summary

The aim of this dissemination plan is to identify and present the main communication channels for reaching third parties, sharing information on the ongoing research projects of BigDataFinance ITN and their results. The three main channels of communication of the project are:

- a) *Press and scientific journals,*
- b) *Active conference participation and related outreach events, and*
- c) *Websites and social media.*

At the first phase of the project, the objective is to reach potential ESRs, after which the dissemination activities strive to attract collaboration partners such as academics and industry representatives, as well other third parties - including general public - via the chosen communication channels. Throughout the project, all dissemination and outreach activities aim to facilitate sharing of the individual research project's results, create further international R&D collaboration in the field, and also improve project's ESRs future working possibilities as emerging prominent experts.

Communication activities are implemented in both international and national level, the latter referring to mainly to the countries and regions, where the BigDataFinance project's activities will be carried out (e.g. Denmark, UK, Finland, the Netherlands, Slovenia and Germany). Private sector beneficiaries and partners have their share in disseminating results through their networks, channels, and marketing material. In particular, each private sector participant will publish a case study to disseminate results to nonacademic audiences in their webpages. Moreover, marketing channels will be used to disseminate the results to the customer base.

The three main channels of communication are described in more detail below.

a) Press and scientific journals

Publications in peer-reviewed journals

As part of their PhD-training, ESRs are encouraged to write and contribute to academic publications. In line with the requirements of their respective PhD programmes, *each ESR project is expected to produce at least two (joint) articles in peer-reviewed journals* such as Journal of Banking and Finance, Review of Financial Studies, Review of Finance, Journal of Economics Dynamics and Control, Quantitative Finance, Computational Statistics and Data Analysis, and Nature Scientific Reports etc.ⁱ



Press articles and releases

At the end of each year of the project, each beneficiary is expected to publish an article in a local or national newspaper to outline the BigDataFinance programme and to describe the year's network activities with touches of human interest and with scientific details written in a language for general consumption. The project's outcomes will stress relevance to everyday life and the importance of European collaboration over individual national effort. The articles will also be posted to the network's website. International press and practitioner journals which may serve the purposes of the project include:

- Bloomberg Markets Magazine (<http://www.bloomberg.com/markets-magazine/>),
- The Economist (<http://www.economist.com/>),
- The European Actuary (<http://www.the-european-actuary.org/>),
- The Financial Times (<http://www.ft.com/>),
- Risk Magazine (<http://www.risk.net/risk-magazine/>),
- The Wall Street Journal (<http://europe.wsj.com/home-page>).

Furthermore, it is possible to publish press releases in each of the countries and regions where the RPs activities will be hosted during the project's lifespan. For example, Dutch newspapers include NRC Handelsblad, Volkskrant, Financieele Dagblad – the latter is specifically a financial paper and in Finland, the main Finnish newspapers include Helsingin Sanomat, Aamulehti, and Kauppalehti. Press outlets in Denmark with business focus include Børsen (the main financial newspaper), Berlingske Tidende, and JyllandsPosten.

In addition to press and peer-reviewed journals, previous project experience indicates that there is a possibility to gather results and publish a book on the collaboration of the network (e.g., HPCFinance ITN will publish a book "High-Performance Computing in Finance: Problems, Methods and Solutions", Eds. E. Vynckier, J. Kanninen, J. Keane, Chapman and Hall/CRC Press, forthcoming).

b) Active conference participation and related outreach events

Conference participation

Research results will be disseminated via presentations at international conferences (with subsequent publication in proceedings) or seminars. *The target is for each ESR to give at least two presentations during the project.* In addition to BigDataFinance conferences, other suitable conferences are e.g. SoFiE Conferences, EFA Meetings, RiskMinds, and the IEEE/ACM data conferenceⁱⁱ. Presentations give ESRs opportunities to improve their writing and presentation skills and also receive valuable professional feedback.

Outreach events

During the project, the ESRs will organise three outreach events. For time and cost efficiency, these events will be synchronized with BigDataFinance summer and winter schools and the mid-conference. Targeted participants invited to the events are local secondary school students and teachers, university students, representatives of the local media, local politicians, and education/scientific publishers. During the events, all ESRs will briefly outline or demonstrate their projects in a manner comprehensible to lay audiences and non-specialists, thereby acquiring the necessary expository skills to communicate and mediate between science and the general public. After the presentations, the audience can voice their questions, interest, and criticism. To measure the impact of these events, the ESRs prepare, process, and publish the feedback from the event.

BigDataFinance Ambassadorships

All academic organisations have long-established programmes for generating knowledge about and interest in science and technology among teenagers. For instance, TUT offers hands-on experimental training for teenagers in science and technology (www.lumate.fi) and Rails Girls work-shops to provide tools and a community for women to understand technology and develop their ideas (www.railsgirls.com/tampere2014). During their 3-year appointments, each ESR will act as a BigDataFinance ambassador for one such event at their hosting institution or on their secondment(s) and prepare and undertake activities related to the



research work. Moreover, BigDataFinance ambassadors are also expected to participate in the annual “European Researchers’ Night” at their host organization.

Conferences organised by the project

BigDataFinance will organise *two open conferences* (midterm and final conference) targeted at external experts and the finance-related industries. During these conferences, ESRs will present their results, and a dedicated knowledge session is held to provide optimal dispersal of the results. The sessions provide a forum for in-depth discussion of specific results in small groups of interested stakeholders and are expected to facilitate knowledge transfer to potential end-users. These events are open not only to all the Master’s and PhD students of the participants but also to members of wider scientific and non-academic communities and the general public. The local media, decision-makers and finance professionals will be invited to the meetings. BigDataFinance will thus showcase that

- a) a project has proved superior in research training over any individual national programme, and
- b) it has produced results to advance European competitiveness solving societal challenges through international collaboration.

c) Websites and social media

Project website

A project website was set up at www.bigdatafinance.eu, and it will up-dated frequently to disseminate scientific materials and to promote ESRs to future employers. Also, visibility on other relevant websites may increase the international recognition of the project. Therefore, all the beneficiaries and partners shall advertise project’s activities and distribute research projects’ result via their webpages:

- Tampere University of Technology (Coordinator), Finland: <http://www.tut.fi/en/home>
- Aarhus University, Denmark: <http://www.au.dk/en/>
- University of Zurich, Switzerland: http://www.uzh.ch/index_en.html
- Jozef Stefan Institute, Slovenia: <http://www.ijs.si/ijsw/JSI>
- University of Manchester, UK: <http://www.manchester.ac.uk/>
- Alliance-Bernstein Ltd, UK: <https://www.abglobal.com/>
- ING Bank, Netherlands: <http://www.ing.com/en.htm>
- Aalto University, Finland: <http://www.aalto.fi/en/>
- University of Amsterdam, Netherlands: <http://www.uva.nl/en/home>
- Numerical Algorithms Group, UK: <http://www.nag.co.uk/>
- Olsen Ltd, Switzerland: <https://www.olseninvest.com/customer/>
- Techila Technologies, Finland: <http://www.techilatechnologies.com/>
- Bloomberg UK Limited, UK: <http://www.bloomberg.com/europe>

Social media

ESRs are strongly encouraged to disseminate their findings and experience of the project through social media, YouTube, Twitter, and Facebook and/or LinkedIn. For this purpose, approved results with images, videos, and interactive elements will be provided for the ESRs upon request. In addition, recorded lectures of BigDataFinance events will be distributed via Youtube and other suitable social media platforms.



ⁱ Moreover, the results of the BigDataFinance Research Projects (RPs) may be published in Journals focusing on financial modeling and data analysis. These following journals could serve as platforms for dissemination of the RPs' results:

Review of Finance (<http://rof.oxfordjournals.org>); Journal of Finance (<http://www.afajof.org/journal/browse.asp>); Journal of Financial Economics (<http://www.sciencedirect.com/science/journal/0304405X>); Review of Financial Studies (<http://rfs.oxfordjournals.org/>); Management Science (<http://mansci.journal.informs.org/>); Computational Statistics & Data Analysis (<http://www.journals.elsevier.com/computational-statistics-and-data-analysis>); Mathematical Finance (<http://eu.wiley.com/WileyCDA/WileyTitle/productCd-MAFI.html>); Journal of Risk and Insurance (<http://onlinelibrary.wiley.com/journal/10.1111/%28ISSN%291539-6975>); Review of Derivatives Research (<http://www.springer.com/business+%26+management/finance/journal/11147>); ASTIN Bulletin (<http://www.actuaries.org/>); Finance & Stochastics (<http://rd.springer.com/journal/780>); Insurance: Mathematics & Economics (<http://www.journals.elsevier.com/insurance-mathematics-and-economics/>); Journal of Computational Finance (<http://www.risk.net/type/journal/source/journal-of-computational-finance>); The Journal of Derivatives (<http://www.ijournals.com/toc/jod/current>);

ⁱⁱ There are also many other suitable conferences where the development of the RPs may be discussed, including:

American Risk and Insurance Association (annual meetings); The American Finance Association (all year round meetings and conferences); Bachelier World Conference (Belgium 2014); European Finance Association (annual conference in Europe); European Financial Management Association (all year round international conferences); European Group of Risk and Insurance Economists (annual seminars); Global Derivatives Trading and Risk Management (annual conference in Europe); Global Derivatives (USA); Insurance: Mathematics and Economics (University of Hong Kong 2012); International Conference on Automatic Differentiation; MathFinance (annual conference in Frankfurt, Germany); World Conference of High Performance Computing (annual global conference).