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COPYTRADING, A NEW PHENOMENON: COMPARATIVE ECONOMIC AND LEGAL OVERVIEW

Fabiana Fragnito
University of Molise

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Abstract: The author focuses on the new phenomenon of copytrading, starting from a thorough knowledge of online financial trading tools. As more and more individuals have ventured into the online trade of financial instruments through new technologies and the Internet, trading has become accessible to anyone. It will be shown that operating within financial markets is not easy in the light of a series of economic techniques developed by experts in the field. This paper aims to provide an overview of the evolution of markets and therefore how the advent of the Internet and the creation of an extremely connected society is influencing the world of the stock exchange, changing actors and methods. It will especially explore the role and weight of today's social networks in the financial markets and how, through their integration in stock exchange environments, a new trading system has developed that is increasingly open to all kinds of "investors" – recalling, for example, some start-ups engaged in a real process of "democratizing finance", thanks to their low costs and easy accessibility, like eToro. On one hand, the paper's objective is the interdisciplinary nature of this phenomenon: economic profiles which explain its functioning and the legal consequences it generates, imposing organic regulation. The other objective relates to inexperienced traders being able to make investment choices with diligence and conscience; the paper will outline some traits of the regulatory regulation of online trading with a view to a comparison between the Italian and Bulgarian systems.

Keywords: relationship of the economy with other disciplines; investment decisions; financial services; IT management

JEL codes: K29; G11; G19; M15

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Introduction

The increasingly rapid and pervasive changes that have taken place in the financial sector in recent years have led to constant updates and innovations for the intermediaries involved. For years, the discipline of financial market participants has been subject to the constant process of harmonisation of national laws by the European Union and projects the individual states belonging to the Eurozone towards increasingly strengthened integration processes. We are facing a continuous evolution of the rules and underlying coordinates of the financial system.

It is therefore necessary to understand the key economic and legal profiles of the ever-evolving and expanding online trading phenomenon, as the regulations of individual EU Member States have led to the definition of new professional figures who are operating in a system of rules which is increasingly attentive to the interests and protection of the customer.

The birth of online trading and its current evolution

The rise of online platforms such as Uber, Twitter, or TripAdvisor has profoundly shaped social interactions and fundamentally changed entire industries like transport, news, media, and tourism. Using similar ideas, specialized social networking platforms that cater to financial investors have been created, thus giving rise to social trading. While still in its infancy, social trading might have a similarly transformative impact on the finance industry.

Social trading platforms typically also double as online brokerage firms, providing their members with the possibility to trade financial assets via a web-interface or a mobile app. Rather than charging their members subscription fees, social trading platforms typically earn revenues through a bid-ask spread on transactions. As such, these platforms are interested in generating high levels of trading volume. In addition to traditional trading features, social trading platforms provide individual investors with means to communicate with each other (e.g., a chat function or public posts) and enable them to access information on current and past investments. Typically, these platforms supplement the exchange of information by allowing traders to directly copy the investment choices of other traders (Apesteguia et al., 2019). Copying another investor entails dedicating a share of one's budget to follow the trades of the copied individual (from now on, such investors will be called "leaders"). After an investor has decided to copy a given leader, all trades of that leader are replicated for the copier simultaneously and in real time.[1]

Online trading, consisting of the purchase and sale of financial instruments through the Internet, first emerged in Italy in 1999 with the national regulation "CONSOB", implementing a consolidated text for financial markets.

The phenomenon is a service which offers the opportunity to buy or sell financial instruments such as shares, government bonds, or derivatives using web-based tools. A

[1] When deciding whether to copy a leader, the copier may also choose whether this should include currently open positions. Some platforms additionally allow investors to place stop orders on the performance of the copied individual.

trader, in the world of finance, is a financial operator who carries out the sale of financial instruments on various stock markets or other securities markets (Fabris, 2016).

The economic techniques used on trading platforms

Some of the advantages of using such services are the lower fees charged by operators and the possibility for investors to get informed about the course of a particular security or the stock exchange in general. Making investment choices is easier with more data, thanks to the availability of charts describing the development of a selected financial asset or other relevant information.

A different way to find financial information for investment purposes is social trading. Social trading is a means of accessing the financial markets which allows traders to benefit from connecting via a social networking platform (or, alternatively, a platform prepared for this mode of exchanging financial information) with other investors around the world to find shared strategies, engage in dialogue, and work together to try to seize the best investment opportunities. Through the traditional social network, you can get in touch with other traders to follow the strategies that more experienced investors decide to publish. Following the strategies applied by a professional trader is very useful for novice traders who have yet to create their own winning strategies.

In addition to the typical function of the exchange of information between two or more users registered on the platform, there is the 'copy trader' function. The copy trader function allows you to automatically copy the strategies of the best professional traders, thus benefiting from their experience. Therefore, you can decide which investors to follow and monitor how they operate to see who among them is getting the best performance from the investments made before finally deciding to replicate their investment strategies (Fabris, 2016).

In most cases, the investor can decide to operate through the online trading service as follows:

- *Scalping*: in financial jargon, scalping means buying and reselling quickly for the purpose of making small profits or making small speculations on certain financial instruments. Using the scalping method, it is possible to choose very liquid markets; the more liquid a market is, the greater the volume of trading, achieving relatively low profits for each transaction carried out. A scalper (the one who uses this trading methodology) opens and closes a lot of trades during the day, each lasting a few minutes and sometimes less than one minute, with the aim of achieving small profits while paying attention to the fact that such gains must be able to cover the costs of the operation itself. The trading platform is an online software that allows you to operate in financial markets through the intermediation of a broker, such as a natural person or a group of people, which provides access to the markets and consequently carries out the trading of financial instruments by organizing the transactions between buyer and seller and receiving in return a commission when the deal is concluded.

Other methods used by investors through online trading are:

- *Day trading*: the exchange of financial instruments that is concluded within one day. The closing of positions takes place within the daily working hours of the stock exchange. The most widely used financial instruments by those using this trading mode are stocks, options, currencies, and futures. Day trading presents a high risk (as does scalping) and is therefore typically used by professional investors/traders; although, with the arrival of online platforms (see the next chapter), it has also spread among non-professional users or beginners who want to start trading online.
- *Open trader*: a type of trader that enters the market randomly or after the release of news or data relevant to the type of operation they are ready to do.
- *Long investor*: prefers to open long positions, that is, such an investor is firmly convinced that the title where they have invested money can make profits in a medium-to-long-term time period (Rosenbloom, 2014).

Any successful trading program must consider three important factors: price forecasting, timing, and money management (Murphy, 2001).

Many technical indicators from the study of economics can be used by investors on trading platforms; albeit important Bulgarian authors have specified that successful trading is much more than technical analysis (Minev, 2003). Table 1 shows the technical indicators for successful trading.

Table 1. Technical indicators

ИНДИКАТОР	СИГНАЛ
ADX	Пазарът е в тренд при стойности над 25.
Линии на Болинджър	Купувай, когато цената пробие и затвори над средната или горната линии! Продавай, когато цената пробие и затвори под средната или долната линии!
CCI	Купувай, когато цената пресече отдолу нагоре −100, след като е направила „дъно" под −110! Продавай, когато цената пресече отгоре надолу +100, след като е направила „връх" над +110!
DI	Купувай, когато +DI пробие отдолу нагоре −DI! Продавай, когато −DI пробие отгоре надолу +DI!
MACD	Купувай, когато MACD пресече отдолу нагоре нулевата или сигналната линии! Продавай, когато MACD пресече отгоре надолу нулевата или сигналната линии!
MFI	Купувай, когато MFI затвори под 20, продавай, когато затвори над 80!
Моментум	Купувай при пробив на нулевата линия отдолу нагоре! Продавай при пробив на нулевата линия отгоре надолу!
Плъзгащи се средни (MA)	Купувай, когато краткосрочната пробие дългосрочната отдолу нагоре! Продавай, когато краткосрочната пробие дългосрочната отгоре надолу!
ROC	Купувай, когато ROC пробие нулевата линия отдолу нагоре! Продавай, когато ROC пробие нулевата линия отгоре надолу!
RSI	Купувай, когато RSI пробие отдолу нагоре нивото 30, след като е формирал „дъно" под него или %K премине над %D! Продавай, когато RSI пробие отгоре надолу нивото 70, след като е формирал „връх" над него или %K премине под %D!
Стохастичен осцилатор	Купувай, след като осцилаторът достигне 5% и пробие отдолу нагоре 20%! Продавай, след като осцилаторът достигне 95% и пробие отгоре надолу 80%!
Обобщен осцилатор	Купувай, когато осцилаторът падне под 30 и след това пробие над 50! Продавай, когато осцилаторът се качи над 30 и след това пробие под 50!
Уйлямс %R (обърната скала)	Купувай, когато индикаторът стигне 90% при възходящ тренд! Продавай, когато индикаторът стигне 10% при низходящ тренд!

The main element of these platforms is to share useful trading information, in some cases coordinating buying groups and/or even establishing group market strategies.

Access to more or less qualified and, in any case, time-sensitive information was once obtained through the specialized services of a few professionals, most carrying costs few could afford. All this obviously represented an important barrier to entry and hindered a true "democratization" of trading.

Today, these sharing platforms allow traders to share and verify information and compare expectations, but these also allow beginners to copy expert strategies and, in fact, more people are now able to participate directly in the market than ever before. The more people involved in trading, the better the performance of this industry; moreover, young traders who are more tech-savvy are more likely to trust the credibility of word of mouth that goes hand-in-hand with social trading.

Colossus of exemplary cases of online trading platforms: their role compared to traditional investment methods

A few years ago, start-ups like Robinhood, eToro, and Freetrade began to compete with the formerly monopolistic platforms, mainly on the cost front by reducing tariffs but also by 'inventing' new products such as fractions of shares provided via deeply gamified interfaces, ultimately significantly widening the base of potential users and democratizing the stock market, as well as greatly expanding the public's ability to obtain new revenues by opening the space for new small consumers.

Robinhood operates without commissions; it is certified by the Securities Investor Protection Corporation (SIPC) and regulated by the Financial Industry Regulatory Authority (FINRA) with some deposit protection. Although the charm of trading without commissions (or a minimum account balance) is intriguing, this non-transparent earning model has garnered increasing criticism. Robinhood achieves most of its profits by brokering orders, a common but controversial practice by which financial firms retain penny margins when selling or buying an order from a brokerage company. Founded on "anti-Wall Street" principles, Robinhood has attracted heavy criticism for these orders being turned over to high-frequency trading companies; moreover, this also brings into question the claim that it is a trading platform without commissions. In fact, the SEC in September of 2020 opened an investigation on the app for not informing its users about how profits are made. The "payment by order flow" practice is one that can save small investors, but it must be made public by the broker.

Contrary to known trading forms with securities or funds, social trading (ST) platforms allow their traders to exchange contracts for difference (CFDs), cards, or certificates which results in lower costs and offers the possibility of diversifying individual portfolios with small amounts of money. However, CFDs are leveraged products and may include high risks if their leverage is greater than 1:1.

Various platforms, in particular eToro (the first and now world-leading ST network, founded in 2007 with more than 6 million users worldwide), ayondo, and wikifolio, are currently struggling to gain market shares of this growing financial niche. The emergence and spread of such an innovative and automated investment approach puts pressure on traditional wealth management services and could pose a tangible threat to incumbents (Caruso et al., 2012).

In this ever-increasing competition, each action is matched by a reaction. The first digital trading platforms like TD Ameritrade and E-Trade or heavyweights such as Fidelity and JPMorgan Chase are both battling start-ups in an existential downward pricing race. At the same time, strong competition is pushing these incumbents to introduce unique competitive elements, further reshaping the industry. The entry of new start-ups into the market for stock trading has changed the entire industry and is pushing up costs and fees. The European Union has a role to play in this respect.

Traders and investors are getting younger and taking an increasingly active role: 57% of Gen Z respondents would consider investing in stocks, the highest percentage among the age groups surveyed – but only 10% of them have already invested. This gap obviously represents a market opportunity for stock trading and investment platforms.

The global financial crisis that hit the world in 2008 destroyed citizens' confidence in European financial institutions (Wälti, 2012). As a result, only 27% of German private investors in 2013 – compared to 39% in 2008 – rated the reliability of their banking advisor as "high" (Pellens & Schmidt, 2014).

A decline in confidence in traditional banking partners and the raised standards for security, flexibility, and efficiency offered by new financial technologies have led to the huge growth of fintech companies. These companies have digitized, individualized, and facilitated various traditional banking services, such as payment transactions, online banking, consulting, and trading (Chuen Lee, 2015). At the same time, as trust in historical financial institutions has been slow to recover due to ongoing uncertainties, consumers have approached social media to share investment ideas (Sheng, 2011).

Many investors have shared their investment ideas on social platforms like Twitter (Sprenger, 2014) and influenced stock markets; all this leads to a belief among individual traders that collective behaviour is a useful element (Kacperczyk, 2014).

'Delegating' trading to professionals includes high costs and commissions which lower the rates of return. In this context, social trading (ST) combines the benefits of common knowledge with active stock management (Kacperczyk, 2014). ST platforms are characterized by the facilitation of connections within an online community of investors, where users can either just observe or automatically replicate, simultaneously and unconditionally, the investment strategies of other users on the basis of relatively low costs (Wohlgemuth et al., 2016).

Two types of users access ST platforms: "signal providers" and "signal followers" (Doering, Neumann & Paul, 2015):

- "Signal providers" publish their strategy and earn through the participation of others on their trading volume or performance.
- "Signal followers" copy the strategies presented by signal providers, which is called "copy trading".

Thus, "signal followers" benefit from the advanced knowledge of "signal providers" and their performance in the financial market.

The evolution of trading regulation in European Law

In a European Community characterized mainly by the common economic process of increasing market globalization, since 1990 the need has been growing for a directive aimed at harmonising investment activities (Capriglione, 2012).

The European Council adopted a directive on investment services (c.d. Investment Services Directive, ISD). It aimed to achieve, in the field of investment firms, a European internal market through the harmonisation of authorisation and operational requirements for investment firms, through their behaviour, and, simultaneously, with the fine-tuning of some conditions concerning the management of regulated markets.

The latter were thus given a further boost towards privatisation in almost all European countries on the model of the British Stock Exchange, albeit corrected by mechanisms of control and public sanctions. The ISD also laid down minimum standards of conduct for investment firms to be adopted by Member States. As regards financial services consultancy, it was withdrawn from the reserve and included among ancillary services, thus becoming an activity which could be exercised by any natural or legal person, without restrictions.

The ISD then left national legislators the option to apply expected behaviour for the provision of main investment services, including the provision of ancillary services which extended to consultancy. The Italian legislator retired the ISD in 1996 through the Eurosim Decree, the content of which was absorbed both through CONSOB regulations and within the Consolidated Law on Finance, which replaced the SIM law issued in 1991. In 1999, the European Commission approved the Financial Services Action Plan (FSAP). Among the main innovations issued by the FSAP are the MiFID (Markets in Financial Instruments Directive), which replaced the ISD (Annunziata, 2017).

The current regulation of online trading in the EU: MiFID I and MiFID II

The European Union directive in charge of the regulation of online trading, Directive 2004/39/CE, known as MiFID I, an acronym of Markets in Financial Instruments Directive, is an EU regulatory act addressing the need to create an integrated and competitive European financial market. The objectives of this Directive may include: investor protection (different depending on the degree of financial experience); strengthening competition by abolishing the obligation to concentrate trade on regulated markets; the integrity of financial markets; market efficiency, aimed primarily at reducing the cost of services offered; the improvement of investment companies' systems of governance; and better management of conflicts of interest. MiFID refers to certain types of financial instruments, such as stocks, CFDs, bonds, and derivatives. More recently, with MiFID II, binary options are also included among the financial instruments. They have been recognised as a financial instrument since 2010, when the European Commission gave its favourable opinion (Di Ciommo, 2017).

MiFID requires brokers who provide an online trading service to issue a questionnaire to clients who hold an account with them (Galassi, 2022). This form includes a series of questions regarding previous knowledge and experience in the world of finance, the economic situation, and the objectives to be achieved and obtained from their investments. This requires financial intermediaries to assess the veracity and adequacy of the products that are offered to account holders. The questionnaire, therefore, serves to demarcate the customer profile to allow the intermediary to advise the client about the type of investment which is appropriate according to these characteristics.

The MiFID questionnaire is a useful test both for the client and for the intermediary because, depending on the type of answers provided, certain transactions can be advised against when they strictly relate to investment risk. MiFID imposes a compliance function on intermediaries and is regulated by the same. This compliance ensures that the obligations of transparency, diligence, and fairness are respected. Every intermediary regulated by MiFID, in compliance with the so-called best execution, is required to perform all the operations of customers under the best possible conditions: that is, the best price, cost, speed, and probability of execution.

Subsequently, MiFID II, which entered into force on 3 January 2018, introduced major innovations in the regulation of investment services and in financial advice, updating the existing rules to keep pace with both technological developments and the need to protect savers (Troiano & Motroni, 2016). The specific protections that MiFID II offers to investors are new information duties towards customers, the strengthening of controls in the management of products, new rules about the eligibility of incentives, obligations to keep registers of orders, increased requirements for preand post-trade transparency, and new obligations for the reporting of transactions (Della Negra, 2020).

Normative definitions in a comparative law system: Italian and Bulgarian legislation of online trading

A preliminary definition of online trading was dictated in Italy in 1999 with the CONSOB regulation, implementing a consolidated text on the provision of financial intermediation (Legislative Decree of 24 February 1998, no. 58, last updated by Law Decree of 17 March 2023, no. 25 and by subsequent Legislative Decrees). This phenomenon consists of the buying and selling of financial instruments through the Internet and offers the opportunity to exchange shares, government bonds, or derivatives. For this reason, it is necessary to refer to the notion of a financial instrument as introduced in the Italian legal system by Legislative Decree no. 415 of 23 July 1996 (art. 1), the implementation of Community Directive no. 22 of 10-05-1993 on investment services, and letter "u" of art. 1, paragraph 1 of the Consolidated Law on Finance (Legislative Decree no. 58 of 24 February 1998), which states that financial products are financial instruments and any other form of investment of a financial nature, and that bank or postal deposits not represented by financial instruments are not financial products. This shows that financial instruments fall within the category of financial products, together with means of payment and other forms of financial investment not comparable to financial instruments.

It is necessary to specify that each EU country has its own supervisory body. In this case, those supervisory bodies that concern trade operations in Italy will be examined, in particular: (a) CONSOB; and (b) CySEC.

(a) The EU MiFID was transposed into Italian law in 2007, through Legislative Decree no. 164 of 17 September 2007, which amended the Consolidated Law on Finance, as updated by the Independent Authority: CONSOB of Intermediaries' Regulation and Markets' Regulation and a Joint settlement between CONSOB and the Bank of Italy. The former is responsible for regulating the sale and purchase of financial instruments via the Internet in Italy, and its guidelines on the online trading of financial instruments can be traced back to CONSOB communication no. DI/30396 of 21 April 2000 laying down the rules to be followed by intermediaries for the provision of investment services via the Internet. With this communication, CONSOB grants intermediaries the full freedom to use the Internet for the provision of their services. It is considered the task of the intermediary to prepare technical and operational procedures in order to allow effective compliance with the current regulations. It is appropriate to highlight some aspects related to online trading services: the conclusion of a contract; information to be given to customers; information to be acquired by customers; efficiency of the system; information on the nature and risks of transactions; adequacy; procedures, that is, the mode of execution of the service, due to the fact that interactions with customers take place online; and relationships with supervisors.

(b) CySEC (Cyprus Securities and Exchange Commission) is a supervisory authority located on the island of Cyprus which regulates the activity on all European markets of companies registered with it. CySEC was the first regulator to recognise binary options as financial instruments. Its responsibilities are articulated in the following points: to supervise and control the operations and transactions of the Cyprus Stock Exchange (European stock exchange situated in Cyprus), supervising listed companies, brokers, and brokerage companies; to oversee and control investment service companies, financial advisors, mutual funds, and investment fund management companies registered with that institution; to issue licenses to brokers, investment firms, securities brokers, and financial advisors; to impose administrative sanctions and disciplinary penalties on brokers, financial advisors, and any other legal or non-legal person that should comply with the provisions of the Financial Markets Act.

CySEC also monitors brokers' compliance with binary options through MiFID II.

In the Bulgarian legislative and regulatory system, a role like that of CONSOB in Italy is played by the Financial Supervision Commission (FSC), a specialised state body unifying the regulation and supervision of various segments of the financial system – capital markets, insurance, and supplementary pension insurance – which is an institution independent of executive power reporting to the National Assembly of the Republic of Bulgaria for its activities.

The main mission of the institution is to assist with legal, administrative, and informative means to maintain the stability and transparency of the non-bank financial system in Bulgaria, as well as to protect the interests of investors. The regulatory activity of the FSC is aimed at preparing and adopting the regulations and instructions required by law, issuing certain instructions on the application and interpretation of codes and laws, as well as the statutes on their implementation in relation to financial supervision.

The Bulgarian Financial Supervision Commission (FSC) has prepared on its online platform a guide for consumers to recognize ex ante those subjects who are authorized intermediaries in investments. The same authority has issued a series of ordinances specifying the rights and obligations of investors, including online financial instruments, in order to avoid legal disputes, except in cases where a breach committed by an intermediary can be resolved out of court and, therefore, there are ways through which the user can protect their injured interests.

The regulation of the activities of market participants complies with both European standards and practices and the Bulgarian legislation on capital markets; insurance and supplementary pensions are in line with the main European directives and regulations, adopting MiFID I and MiFID II to harmonise the Bulgarian legislative framework in the field of investment services via the Internet.

Conclusions

This legislative reconstruction shows that the Internet is also a fundamental means of communication for financial intermediaries that establish relationships with investors and aim to promote and place financial instruments within the market. In fact, the brokerage contract can be concluded and executed online without the physical and simultaneous presence of the contracting parties, including the embryonic moment at which a client becomes aware of the investment proposed by the intermediary and the subsequent moment when subscription takes place, as well as the effective execution of the service. Moreover, the same mediation activity by an intermediary can certainly take place at a distance and be substantiated through contact with several investors located in different places (Maggiolo, 1996).

The distance trading technique tends to further aggravate investors' weak positions, and this implies that the information gap between the contracting parties is widening further. In fact, in such a context, one behaviour of the intermediary that is fair and correct is considered even more necessary and indispensable: warning clients to be careful. The risks traditionally associated with the provision of an investment service are compounded by those related to the use of a technological tool, which subjects investors to other types of risk, such as slowdowns, network interruptions, and attacks by external agents such as hackers or unauthorized third parties.

In particular, as regards the rules of conduct imposed on intermediaries, this includes the disclosure of requirements to which they are subject and, undoubtedly, the consequences of any breach of such obligations. In fact, in 2000, the Italian authority CONSOB confirmed that the rules of conduct previously dictated for traditional bargaining would remain fully effective and valid even if the intermediary used the Internet instead of traditional means of communication.

Investment services provided via the Internet are thus referred to as online trading services: they do not constitute new investment services but new techniques for negotiation characterized by greater speed and practicality. Their services consist of the receipt and transmission of orders, as well as in trading on users' own account, or consultancy activities. Generally, the use of the expression "online trading" recalls, on the one hand, the promotion and placement of financial products via the Internet; on the other hand, there is the execution of trading services on behalf of third parties and the receipt and transmission of orders which take place through the online execution of a service, but following a framework contract concluded in writing. A fundamental peculiarity of online trading on behalf of third parties is the fact that, unlike what happens in the traditional mode, an investor can intervene personally on individual orders without an actual operation being carried out by the intermediary, e.g., through the web server. Therefore, after entering passwords and usernames, customers can independently access information regarding their securities portfolios and listings. Once an investment order or quote has been sent, an intermediate structure transfers the order to the quotation server and then sends the order back to the customer. At this point, the order is placed under the scrutiny of a final structure that controls the financial situation of the customer, with respect to the availability of funds or securities, and the appropriateness of the transaction. An intermediary's intervention will be necessary if the order is unsuitable for execution, and thus it will be sent manually.

It must be specified that, in this context, the intermediary does not assume the role of broker – essentially the entity that performs financial activities on behalf of third parties and mediates between the customer and third parties – rather simply the transmitter and receiver of orders. In fact, an intermediary can decide to assume different roles in addition to the traditional one of broker: it can also carry out activities as a dealer, that is, the one who joins the investment contract as a counterparty, drawing on its own resources to buy or sell to the investor the financial instruments subject to the order.

In particular, Directive 2000/31/EC, which introduced the rules on electronic commerce in the Italian legal system and was intended to regulate online services, is important among the sources of rules on distance selling, which certainly included investment services. Subsequently, with Legislative Decree no. 190 of 19 August 2005, issued in implementation of Directive 2002/65/EC on distance marketing of financial services and by financial services, the Directive refers to credit, insurance, banking, individual pension, investment, or payment services.

For the reasons set out above, the guiding principles of the European MiFID II have led to a real increase in the level of transparency, reducing the information gap between intermediaries and investors. Nevertheless, a number of elements remain, both economically and legally, which could contribute to the full achievement of the objectives to which MiFID II aspires, starting from the simplification of the language through which dialogue with investors is established, up to the standardization of the information addressed to the latter and sufficient for the adoption of "conscious decisions".

Conflicts of interest

The author has no conflict of interest to declare.

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Fabiana Fragnito is Ph.D. student at the University of Molise,
f.fragnito1@studenti.unimol.it

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