IBTimes: GameStop and the Revenge of the Retail Investors

February 9, 2021



Amanda Heitz, assistant professor of finance, was interviewed for an International Business Times story on the GameStop stock controversy. After retail investors on Reddit tried to engineer a short squeeze of hedge funds by collectively driving up share prices of the video game retailer, institutional investors collectively lost billions of dollars, but in the aftermath individual investors also ended up losing money.

> “Everyone is speculating, and a lot of retail investors don’t understand what’s going on in the market,” Heitz said. “I fear that a lot of people

came across the Reddit threads, thought they were funny, and don’t understand what can happen to them.”

To read the article in its entirety, visit ibtimes.com:

https://www.ibtimes.com/gamestop-revenge-retail-investors-3140373