



UNIVERSITI TEKNOLOGI MARA

**SHARE TRADING AWARENESS:
A BIBLIOMETRIC ANALYSIS**

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Thesis submitted in fulfilment of the requirement for the degree of

**Bachelor of Business Administration (Hons.)
(Investment Management)**

Feb 2022

ABSTRACT

This article provides study on bibliometric analysis of share trading awareness. The stock market play as an indicator of economic mirror, which reflect the economic condition of countries. The market participant such as investor and trader in the market plays as an important role in the stock market. It is important to understand the awareness of share trading to determine the awareness level of traders in the stock market. This bibliometric study focuses on publishing trends, countries producing research on share trading awareness, key authors, major contributing organizations, authorship patterns, keywords and articles with the highest citations. Using data from Web of Science Core Collection (WoSCC) database, with 1843 publications in the period of 1991-2021 as at the date of 14 October 2021. As the end of the results, the number of publications increase year by year based on the selected period. This concludes that the level of awareness of share trading is increasing.

Keywords: Bibliometric analysis, share trading, stock market, equity, awareness.

ACKNOWLEDGEMENT

I would like to express my special thanks to Dr. Tan Yan Ling and Madam Yuslizawati for help guiding and advising me on finishing my final year project. Also thanks to my previous lecturer who had taught me during my diploma and degree.

To my parents and all my relatives, friends, colleagues and others who in one way or another shared their support, either physically or mentally, thank you.

Table of Content

Contents

AUTHOR'S DECLARATION	i
ABSTRACT	II
ACKNOWLEDGEMENT	III
CHAPTER 1: INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the study	1
1.3 Problem Statement	1
1.4 Research Questions	2
1.5 Research Objective	2
1.6 Significance of the study	3
1.7 Scope of the study	3
1.8 Limitation of the study	3
1.9 Definitions of key terms	4
1.10 Summary	4
CHAPTER 2: LITERATURE REVIEW	5
2.0 Introduction	5
2.1 Share trading concept	5
2.2 Literature Review on Share Trading Awareness	5
2.3 Conclusion	6
CHAPTER 3: DATA AND METHODOLOGY	7
3.0 Introduction	7

CHAPTER 1: INTRODUCTION

1.1 Introduction

Share trading has become more popular after the pandemic of Covid19 hits the entire world (Carlson, 2020). Thus the participation of share trading has arisen in the stock markets. This study provides a bibliometric of analysis on share trading awareness.

1.2 Background of the study

According to Carlson (2020), share trading activity has widen spread due to several factors which are people on that time has a lot of time to spend as they stuck at home due to the pandemic of Covid19, the involves of gamblers in the stock markets due to the shutdowns of gambling places such as casino and so on, and also the modernisation of mobile apps has ease the stock trader to trade by only using their phones. Stocks trading is an activity of buying and selling shares with the aim of making profit with a specific time. Profits from activity of stock trading can be gained by capital gain which means buying from lower price and sell when the price as rises up above the buying price. Generally stock market is considered as the growth indicator for a country's economy (Levine & Zervos, 1998). Unfortunately, there is lack of evidence of bibliometric analyses on publication trends of share trading awareness.

1.3 Problem Statement

Stock trading are one of the crucial economic activity of a country. Stock trading can be benefits for the traders if they have a good system attach with their trading behaviour, thus they can make money from this activity. Stock trading also may become harmful if the traders enter the stock market without knowledge, not having a good discipline, or trade blindly with no systematic system.

The problems on share trading are people used to trade blindly, they also have lack of knowledge on trading, and they have low level of discipline in trading. According to (Elder, 1993), amateurs trader keep losing money because of they are lack