



# Depotmanagement in der Niedrigzinsphase (German Edition)

*Wladimir Agapejew*

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Bachelorarbeit aus dem Jahr 2013 im Fachbereich BWL - Investition und Finanzierung, Note: 2,6, Fachhochschule Landshut, Sprache: Deutsch, Abstract: In der folgenden Arbeit wird zunächst auf die Ursachen der Niedrigzinsphase eingegangen, bei der im zweiten Kapitel die treibenden Kräfte sowie deren Beweggründe für das Entstehen niedriger Zinsen aufgezeigt werden. Ferner werden in diesem Kapitel die Steuerungsmöglichkeiten, von deren Einsatz das gesamte Marktgeschehen abhängt, dargestellt und näher erläutert.

Im dritten Kapitel geht es zunächst um das Depotmanagement im eigentlichen Sinne. Eingangs werden Begrifflichkeiten wie Depotmanagement und Asset-Allocation erklärt und deren Herkunft erörtert. Auf mögliche Strategieentwicklung aus Anlegersicht wird im zweiten Teil des dritten Kapitels eingegangen. Es werden die Eckpfeiler eines modernen Depotmanagements aufgeführt sowie die dazugehörigen möglichen Vorgehensweisen. Zum Schluss wird aufgezeigt, wie die erarbeiteten Musterportfolios an die jeweiligen Anlegerstrategien angepasst werden können. Das dritte Kapitel schließt ab mit der exemplarischen Betrachtung der UniCredit Bank AG. Hier werden, auf Grundlage geführter Interviews mit Spezialisten des Anlagemanagements, mögliche Lösungen für das Depotmanagement aufgezeigt und begründet.

Das vierte Kapitel geht auf die Forschungsfrage zurück und bestätigt mithilfe der von der Steinbeis Hochschule Berlin in Zusammenarbeit mit der DekaBank durchgeführten empirischen Studie das veränderte Anlegerverhalten seit der letzten Finanzkrise. Mit einer persönlichen Schlussfolgerung wird die Bachelorarbeit abgeschlossen.

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