

COMPARATIVE COMMERCIAL LAW SPEAKER SERIES

FINFLUENCERS AND OTHER TECH DISRUPTIONS TO CORPORATE LAW - INSIGHTS FROM SOUTH KOREA AND INDIA

SPEAKER:



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SINGAPORE

26 SEPTEMBER 2024
2.00PM TO 3.30PM (SGT)
Lee Sheridan Conference Room
NUS (Bukit Timah Campus)



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Finfluencers and Other Tech Disruptions to Corporate Law - Insights from South Korea and India

ABSTRACT

Technology has disrupted corporate law in many ways and continues to do so. Influencers on social media who have started having influence in the space of personal finance which includes providing ideas and tips about how and where to invest, have come to be known as finfluencers. Whether or not what they do qualifies as 'financial advice' has been a matter of regulatory interest across jurisdictions. This paper provides an account of the rise of finfluencers with a focus on two Asian jurisdictions-South Korea and India, and argues that social media has enabled them to connect corporations and society like never before. Thus, while the focus on the paper is finfluencers, the infrastructure making it possible for finfluencers to operate and have an impact-social media-is also an important consideration. The paper further argues that it is key to ensure that any regulation of finfluencers should address the dark side of the finfluencing world without stymieing the many benefits. The paper's aim is to stake out the phenomenon in the context of broader social media disruptions of corporate law.

SPEAKERS' BIO



ASSOCIATE PROFESSOR AKSHAYA KAMALNATH (AUSTRALIAN NATIONAL UNIVERSITY)

Dr Akshaya Kamalnath is an Associate Professor at the Australian National University. Her research and teaching areas are corporate law, corporate governance, and corporate insolvency law. She has published on areas such as diversity within corporations, corporate social responsibility, AI and corporate governance, and equity crowdfunding regulation.

Dr Kamalnath has also worked as a Lecturer at AUT Law School in Auckland and Deakin Law School in Melbourne. Prior to joining academia, she worked in a leading law firm in India.



ASSOCIATE PROFESSOR LIN LIN (NATIONAL UNIVERSITY OF SINGAPORE)

Dr Lin Lin is an Associate Professor at NUS Law. She specializes in corporate law, corporate finance and Chinese corporate and securities law. She teaches Alternative Investments, Chinese Corporate and Securities Law, Private Equity and Venture Capital: Law and Practice, among others, at NUS Law. Lin has published in leading journals in her field. Her sole-authored monograph *Venture Capital Law in China* (Cambridge University Press, 2021) was selected in the International Corporate Law and Financial Market Regulation series at Cambridge University Press.