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Impact of information spread and investment behavior on the diffusion of internet investment products

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Highlights

- This paper incorporates the information diffusion process in the contagion of investment behaviors to study the diffusion of internet investment products.
- Information spread process, temporary investment, regular investment and divestment are considered
- The positive influence of regular investment and the negative impact of divestment are not sensitive to the time scale.
- Stimulation strategies is more effective at early stages, and information rejection should be avoided with first priority compared with divestment.

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