



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Consumers & SMES
in the Digital Single Market
Jean Monnet Centre of Excellence



Digi-ConsME
Jean Monnet Centre of Excellence

Short Course – Webinar

EU Retail Financial Regulation in the Digital Age

Prof. dr. Olha O. Cherednychenko

26 November, 2 p.m. – 5 p.m. CET

The event is free of charge

In person: Aula Seminari Torretta SDE, Strada Maggiore 45
or
via Microsoft Teams at

<https://bit.ly/3n1a7q1>

ABSTRACT

Consumer finance is an essential part of modern society, and is about contracting. Unlike physical goods, such as cars, consumer financial products are contracts between financial institutions and consumers, or between consumers. As the financial sector has increasingly replaced the state in providing everyday services, European consumers have become ‘financial citizens’, depending on such contracts to meet essential needs. Without concluding a mortgage credit or investment agreement, a consumer may simply not be able to buy a family house, secure sufficient income in retirement, or fully participate in society. Digitalisation of consumer finance through FinTech (e.g., AI and Big Data) and the rise of alternative financial markets (e.g., crowdfunding) open up new possibilities for consumer access to finance. At the same time, however, these developments also increase the asymmetries of information and power between financial institutions and consumers. This lecture will discuss the major new challenges faced by the EU and national regulators of retail financial markets in the digital age. I will also explore regulatory techniques and instruments that have been or could be used to strike the right balance between access to finance and consumer protection against potential abuses.

SPEAKER'S BIOGRAPHY

Prof. dr. Olha O. Cherednychenko holds a Chair in European Private Law and Comparative Law at the University of Groningen. She is also the Founding Director of the Groningen Centre for European Financial Services Law (GCEFSL). She has been a Visiting Fellow/Professor at the European University Institute (EUI), Florence; the Institute of European and Comparative Law (IECL), University of Oxford; the London School of Economics and Political Science (LSE); the Institute of Advanced Legal Studies (IALS), University of London; and the University of Turin. As a project leader and/or senior researcher, Olha Cherednychenko has been involved in several European research projects, particularly for the European Parliament and the European Commission. Since 2021, she has been a member of the Executive Committee of the International Association of Legal Science (IALS) that operates under the auspices of UNESCO and the International Science Council (ISC). She has published extensively in the fields of European private law, comparative law, and financial law, exploring a wide range of issues at the cross-section of EU and national law as well as public and private law.

ABOUT Digi-ConSME

“Consumers and SMEs in the Digital Single Market (**Digi-ConSME**)” is the name of the newly established Jean Monnet Centre of Excellence that has been awarded by the European Commission to the Department of Sociology and Economic Law of the University of Bologna.

A Jean Monnet Centre of Excellence is a focal point of competence and knowledge on European Union studies. It is awarded to outstanding research groups that have a visible societal impact and do pioneering research at international level.

Visit our website:

<https://site.unibo.it/digi-consme/en>

Yours sincerely,
Prof. Federico FERRETTI
Director

If you have any question regarding the Webinar, please feel free to contact us at:

f.ferretti@unibo.it



Co-funded by the
Erasmus+ Programme
of the European Union