



Developing Equity Culture and Partnerships in the Investment Market: a Study on Iran's over the Counter Market

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Abstract

The equity culture has an effective role in developing investment market and represents economic development. In the current study, polling and questionnaire method was used to determine the approach of organizational stockholders and exchange stockbrokers to over the counter market (OTC) role in developing partnerships and equity culture in the investment market of Iran. The results demonstrate that the statistical population deems the transparency of Iran's OTC market favorable and that the OTC market has acceptable trading expenses for investors and company's involvement. Also, in addition to adequate supporting and educational facilities in Iran's OTC market, there is the potential for innovation and diversity in trading opportunities for investors and individuals and reduces investor's risks for investment and involvement in the investment market. Also there is no significant dereference between the approaches of organizational shareholders and exchange stockbrokers with regards to the discussed variables.

Keywords: Partnership, Equity Culture, Over the Counter Market, Iran