

# [MarketWatch: Here's how to make your investment adviser prove their stock-picking skill](#)

December 18, 2024



[Peter Ricchiuti](#), senior professor of practice in finance and research director of [Burkenroad Reports](#), was interviewed by [MarketWatch](#) for a story about how consumers should assess the quality of an investment advisor's research.

Beware of bias when scrutinizing research reports. Determine whether or not you're digesting purely independent information. "Find out if there's any conflicts of interest," notes Peter Ricchiuti, a finance professor at Tulane University's Freeman School of Business. "Does the firm [providing the research] cover the stock? Is it one of the firm's clients? Is the firm

afraid to say anything negative about the stock?"

To read the story in its entirety, visit [marketwatch.com](https://www.marketwatch.com):

[https://www.marketwatch.com/story/heres-how-to-make-your-investment-adviser-prove-their-stock-picking-skill-da68af45?mod=search\\_headline](https://www.marketwatch.com/story/heres-how-to-make-your-investment-adviser-prove-their-stock-picking-skill-da68af45?mod=search_headline)