Client Success Story **Deusto Business School**

From Theory to Practice: An Academic's Journey With Morningstar Direct

"With Morningstar Direct, I have access to consistent and up-to-date data on mutual funds, ETFs, and other investment products— all in one place."

Lidia Loban, Ph.D.
Associate Professor of Finance

Company
Deusto Business School

Application used
Morningstar Direct

Use cases
ESG
Fund Evaluation
Portfolio Analysis
Research

Industry
Academia

Lidia Loban, Ph.D., is an Associate Professor of Finance at the Deusto Business School in Spain who uses Morningstar Direct to bring financial concepts to life, both in the classroom and in her research.

Overcoming Challenges Directly

"With Direct, I can resolve several challenges," Loban says. "From comparing fund performance through metrics such as alpha, beta, and Sharpe ratio, to analysing portfolio composition and understanding diversification and risk.

I can also track sustainability indicators like ESG ratings and carbon intensity, which are increasingly relevant in today's regulatory environment, such as SFDR or MiFID II, and in my academic research. The datasets in Direct enable me to evaluate risk-adjusted returns, analyse diversification, and explore sustainability dimensions.

"From exploring sustainable finance regulations to building datasets and analysing fund behaviour, Morningstar enhances my curriculum, helping students understand how financial analysis works in the real world."

Through Morningstar, I've been able to analyse European investment funds collectively, using standardised and comparable data, which is essential to maintain academic rigour. It has significantly improved the efficiency and consistency of my research and teaching, allowing me and my students to draw data-driven insights across multiple markets at once."

"For me, Morningstar is not just a source of investment data. It helps bridge academic theory and professional financial practice in the classroom."

A More Effective Way to Work

As a Morningstar Direct user since 2017, Loban has seen the benefits of using a streamlined investment application.

"Direct supports my teaching, research, and student projects in finance and investment analysis," Loban says. "It has simplified my daily work by centralising reliable data and analytical tools in a single platform."

The time savings have been significant, especially when comparing funds, checking performance metrics, or accessing ESG information. Whether it's teaching or research, I can move efficiently from data collection to analysis, which makes my work more focused and consistent.

I find the custom lists and Excel API to be especially helpful, as I can easily download and analyse portfolio compositions. These tools help me design classroom exercises built on empirical data. I also use the fund filings download feature, which offers valuable and detailed information for academic analysis."

Looking to the Future

"The next step is to dive into the Morningstar API via Python," Loban says. "This will enhance my professional efficiency and analytical capabilities. The integration will help me automate data extraction, expand empirical research, and offer students a more dynamic and data-driven learning experience."

"Morningstar has had a clear impact on my career. Most of my research projects and publications on European investment funds rely on Morningstar data."

See Morningstar Direct for Yourself

Talk to a specialist about growing your business with Morningstar Direct.

Lidia Loban has not received any cash or non-cash compensation from Morningstar, directly or indirectly, in exchange for this client success story.

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