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NIMNAUL KEORATH : THE EFFECTS OF ACCOUNTING EARNINGS ANNOUNCEMENTS ON STOCK PRICES OF LISTED COMPANIES IN THE STOCK EXCHANGE OF THAILAND : A CASE OF DIFFERENCES IN INFORMATION AVAILABILITY. THESIS MAJOR ADVISOR : SUCHITRA VACHARAJITTIPAN, Ph.D., C.P.A (U.S) THESIS CO-ADVISOR : NANTAPHOL PONGSPAIBOOL, Ph.D., ASSO. PROF. SUPOL DURONGWATANA. 141 pp. ISBN 974-634-939-2

Capital market research in accounting and finance has contributed greatly to our understanding of the relationship between accounting earnings and pricing of securities. Much of this research has ignored the differences of information availability that may exist across different classes of stocks. This dissertation examines the reaction of common stock prices to quarterly earnings announcements, while having a control for differential information availability. The percentage of the firm's outstanding shares held by institutionals and the firm's market value are used as a proxy of the firms' information availability. The daily stock returns and event study methodology with the statistic test and cross-sectional regression analysis are used.

This study finds that both of positive and negative unexpected earnings shows significantly positive abnormal returns effect during the announcement period. And the magnitude of effect is significantly higher for firms with low information availability. The regression analysis of abnormal returns and unexpected earnings and information availability shows that there is a significant positive(negative) association between good(bad) earnings news and stock prices and a significant negative association between the firm's market value and stock prices. Beside of this the result shows that the market valued can be used to explain the information availability of firms.

Therefore, the result support that the quarterly earnings announcements of listed companies in the stock exchange of thailand provide the useful information to the investors. While there are differences in information availability, the reaction of common stock prices do not depend on the sign of earnings news. It can be said that the stock prices overreact to the news before the announcement period and the investors seem to be concerned with the other news rather than the current earnings. However, the result shows that the quarterly earnings announcements will be less informative for the firm with a higher market valued.

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สาขาวิชา.....
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ลายมือชื่อนิติ..... นันทพล เต็มวงศ์
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....