

Research Title : The Relationship between Economic Value Added,
Market Value Added and Ratio with Stock Returns of
Listed Companies in The Stock of Exchange Thailand
Name of Researcher : Mr. Wattanapong Yodrach
Name of Institution : School of Accountancy, Sripatum University
Year of Publication : B.E. 2560

ABSTRACT

The study aimed to investigate relationship between economic value-added, marketing value-added, financial ratios on stock return. Data was collected from 236 companies listed in Stock Exchange of Thailand (TSE) from 2554-2558 (B.E.). Multiple regression method was used for data analyzed to know the relationship between independent variables which were economic value-added, marketing value-added, financial ratios and dependent variable which was stock return.

The result found significance positive relationship between economic value-added, marketing value-added, financial ratios on stock return which financial ratio had more relationship than economic value-added and marketing value-added. Therefore, the investors have to consider both economic value-added and marketing value-added as well as financial ratio before investment without any concern.

Keywords : Economic value-added, Marketing value-added, Financial ratio