

Title of Thesis	Factors Influencing the Stock Prices Perception of Public Listed Companies: A Case Study on Malaysia Individual Investors
Name	Jenny Chin Mei Fung
Program	BA (Hons) Accounting and Finance (In collaborations with UCSI)
Date of Submission	August 2021
Student Thesis Code	2021/AUG/UCSI/BAAF/06

ABSTRACT

This study will mainly perform to identify the financial and non-financial factors that affect the stock prices of the companies, mainly with respect to Malaysia. Moreover, this study also considered the importance of non-financial factors, which greatly impact the stock prices. The four research questions and their objective will allow the reader to clearly understand the research aim along with the problems identified in the beginning. Stock market is considered as the mirror of an economy of any country. The performance of the economy reflects through the fluctuation in the financial markets. This research aims to identify various financial and non-financial factors than can influence the stock prices of the company. In the past, most of the researchers used to consider that only the financial factors can influence the stock prices, such as the company's profits and revenue. Earnings per share (EPS) reflects the net earnings against a company's share. This ratio reflects the earnings earned by the shareholders against the number of shares owned by them. It is obtained by dividing the net profits earned during the period with the number of outstanding shares in the company. It is widely used to estimate the corporate value. The debt ratio is considered as a financial ratio, which is used to measure the leverage position of a company. It is obtained by

dividing the total debts with the total assets. In other words, it can be defined as the proportion of the company's assets that are financed by the debt. Corporate governance defines as the set of rules, processes, or laws, which are followed to operate the company. It considers the internal and external factors that affect the interests of a company' stakeholders, including, management, shareholders, government, suppliers, etc. Business ethical values are the principles by which we run our business. If an organisation wants to take ethics seriously, it needs to identify the core values or principles to which it wishes to be committed and held accountable. It then needs to translate those values into guidance for all employees so that they are helped with discretionary decisions.