

The Impact of Profitability on the Market Value of Industrial Products Companies Listed on The Stock Exchange of Thailand

Pitan Sanpakdee

Faculty of Business Administration and Information Technology,

Rajamangala University of Technology Suvarnabhumi, Thailand

Abstract

This article aims to study the impact of profitability on the market value of industrial products companies listed on the Stock Exchange of Thailand. Use a quantitative research methodology by analyzing secondary data from 84 firms, comprising a total of 336 data points. The data is sourced from companies listed on the Stock Exchange of Thailand throughout the period of 2019 to 2022, spanning four years. The data is extracted from annual reports, financial statements, annual information disclosure forms (Form 56-1), and SETSMART. The study used two types of statistics: descriptive statistics, which include minimum and maximum numbers, averages, and standard deviations; and inferential statistics, which include looking at the Pearson correlation coefficient. and studying multiple regression. The research findings indicate the rate of return on assets. Return on equity and net profit margin There is no impact on the market value when considering the ratio of market price to net profit. The rates of return on assets and net profit margin It affects the market value by influencing the ratio of the market price to the book value. The net profit rate is a factor in the market value of the dividend yield. This finding will prove advantageous to investors, executives, and entrepreneurs when evaluating and making informed choices on business administration or investing in the Stock Exchange of Thailand.

Keywords: return on assets; return on equity; net profit margin; annual reports; financial statements

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