



Interpretive Structural Modeling of Factors Influencing Stock Price Informativeness¹

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PURPOSE

Tehran Stock Exchange is considered the most important and main center for capital exchanges in Iran, and the efficiency of this institution requires the correct decision of the factors present in it. Potential and actual investors are the most important active group in this market, their appropriate decision-making is based on correct and timely information, especially in connection with Stock price informativeness in the Tehran Stock Exchange in the field of directing funds and also their optimal allocation,

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therefore identifying the factors affecting It is important to be aware of Stock price informativeness. The purpose of the current research is to interpret the structural modeling of factors affecting the awareness of stock price announcements in companies listed on the Iranian Stock Exchange.

METHOD

The purpose of this research is to design a pattern of factors affecting Stock price informativeness using the qualitative content analysis method. In this research, using the qualitative content analysis method and the review of texts and experimental background, as well as the use of semi-structured interviews with 17 research experts, the current model was designed. Based on the research approach, 8 main categories, 41 concepts and 94 codes were extracted. Based on this, managers and politicians should first get a detailed knowledge of the factors affecting Stock price informativeness and then, based on the identified effective factors, apply effective strategies so that they can make informed decisions in the capital market. Coding of the interviews using MAXQDA software led to the identification of 41 effective factors, after referring to experts and drawing a pie chart, 34 factors were determined as the most important factors affecting the awareness of stock price announcements. In order to stratify and interpret the structural modeling of the identified factors, the opinions of 41 financial managers of listed companies were used with the available non-probability sampling method and with the help of a paired comparison questionnaire. The validity of the questionnaire was confirmed using the content validity and its reliability using the test-post-test method. The required data were collected using a paired comparison questionnaire. Due to the fact that there are several methods to determine the validity of the questionnaire, the content validity method was used in this research due to its nature. After identifying the effective factors, the Kyocert method was used, and each of the identified factors was written on a separate card. The cards were divided into two groups of high value and low value and then these two groups were divided again and four groups of very high value,

high value, low value and very low value were obtained. In the next step, an average value group is added to these four groups. After that, options are selected from the valuable and very valuable group. In the next step, a questionnaire is set up in an Excel spreadsheet with the opinion of expert university professors in the field of research to determine the factors taken from the interview to achieve content validity.

RESULTS

Interpretive structural modeling of the factors affecting the awareness of stock price announcement led to the formation of thirteen levels, economic factors and financial macroeconomic policies were the most effective, and transparency of financial information, auditors' management letter, and the type of auditor's comments were the most effective factors.

CONTRIBUTION

Considering that so far no research has been done to measure the factors affecting the accuracy of stock price announcements in Iran, the present model will help the decision makers, investors and managers of investment companies to understand and benefit from this study in order to improve this position.

CONCLUSION

The price of shares of companies admitted to the stock exchange is determined by various factors, including the company's initial offering. The market value of a company is calculated by multiplying its number of shares by its current share price. Knowing the stock price of listed companies is important for investors and traders. Because it allows them to make informed decisions about buying or selling stocks. Factors such as company financial performance, industry trends, and market sentiment can all affect stock prices. The decisions of managers and investors are based on the knowledge of stock price information. Therefore, it is necessary to bring this awareness

and the factors affecting it to the attention of researchers and executives in the financial field.

Keywords: Stock Price InformativEness, Investors, Stock Exchange, Interpretive Structural Modeling.

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