

THE IMPACT OF DIVIDENDS AND/OR EARNINGS ANNOUNCEMENT  
TO THE MARKET SHARE OF COMPANIES

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## ABSTRACT

Recently the interest in share trading has shown a rapid growth. The increase in number of companies going to public indicates that there are more people getting involved in the share market world.

Unfortunately, we are unable to determine what are the major factors contribute to the fluctuations of the share prices especially in Malaysian market.

Therefore this study try to determine whether dividends and earnings announcement affect the stock prices.

The findings show that this two factors do have an impact to the share prices. Although there are not significant but investors use this information to evaluate the companies. The hypothesis tests support the findings.