



**Zur Studie von P. M. Healy, A. P. Hutton und K.
G. Palepu: "Stock Performance and
Intermediation Changes Surrounding Sustained
Increases in Disclosure" (German Edition)**

Jan Schmidt

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Rechnungswesen, Bilanzierung, Steuern, Note: 1,3, Rheinisch-Westfälische Technische Hochschule Aachen, Veranstaltung: Seminar

"Rechnungslegungsorientierte empirische Aktienmarktforschung", 20 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im folgenden wird die Studie „Stock Performance and Intermediation Changes Surrounding Sustained Increases in Disclosure“ von Paul M. Healy, Amy P. Hutton und Krishna G. Palepu behandelt. Die Autoren beschäftigen sich mit der Frage, ob eine freiwillige Ausweitung der Unternehmenspublizität dem offenlegenden Unternehmen zusätzlichen Nutzen – in Form von Steigerungen der Aktienrendite, der Aktienliquidität, des institutionellen Interesses und der Analystenbeachtung – stiftet. Unter disclosure versteht man die Offenlegung bzw. Publizität eines Unternehmens, wobei man zwischen Zwangspublizität und freiwilliger Publizität unterscheidet. Die gesetzlich vorgeschriebene Pflicht- bzw. Zwangspublizität umfasst bspw. die Finanzberichterstattung (Bilanz, Gewinn- und Verlustrechnung, Eigenkapitalveränderungsrechnung, Kapitalflussrechnung, erläuternde Angaben im Anhang, Segmentberichterstattung) und Bilanzvermerke; freiwillige Publizität zeigt sich bspw. in Erörterungen und Analysen des Managements und weitergehenden Kommunikationsinstrumenten wie Managementprognosen, Präsentationen für Analysten, Pressemitteilungen, Online-Publikationen und Veröffentlichungen Dritter. Abschnitt 2 der Arbeit beschäftigt sich mit der Darstellung der Hypothesen der Studie und der Auswahl der Stichprobenunternehmen auf Grundlage der Analystenrankings der Association of Investment Management and Research. Es werden die Ergebnisse der univariaten Analysen vorgestellt, die sich mit der Aktienkursentwicklung und Kapitalmarktvermittlung der Stichprobenunternehmen befassen. Um genauere Aussagen zu den univariaten Ergebnissen machen zu können, stellen die Autoren der Studie multivariate Modelle auf, die untersuchen, ob und in welchem Ausmaß sich die Publizitätsausweitung der Stichprobenunternehmen tatsächlich auf die untersuchten Größen auswirkt oder ob andere Faktoren für die Ergebnisse verantwortlich zu machen sind. Eine kritische Betrachtung der Ergebnisse und Schlußfolgerungen rundet die Auseinandersetzung mit der behandelten empirischen Studie ab.

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