

Investigating the Relationship between the Kuwait Stock Market and Its Marketing Sectors

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Abstract : The main objective of this research is to measure the relationship between the Kuwait stock Exchange (KSE) index and its two marketing sectors after the new market classification. The findings of this research are important for Public economic policy makers as they need to know if the new system (new classification) is efficient and to what level, to monitor the markets and intervene with appropriate measures. The data used are the daily index of the whole Kuwaiti market and the daily closing price, number of deals and volume of shares traded of two marketing sectors (consumer goods and consumer services) for the period from the 13th of May 2012 till the 12th of December 2016. The results indicate a positive direct impact of the closing price, volume and deals indexes of the consumer goods and the consumer services companies on the overall KSE index, volume and deals of the Kuwaiti stock market (KSE).

Keywords : correlation, market capitalization, Kuwait Stock Exchange (KSE), marketing sectors, stock performance

Conference Title : ICAME 2017 : International Conference on Accounting, Management and Economics

Conference Location : Amsterdam, Netherlands

Conference Dates : December 04-05, 2017