

ABSTRACTS

Diploma work: 86 p., 12 fig., 32 tabl., 1 appendixes, 10 sources.

COST OF EQUITY, DIVIDEND DISCOUNT MODEL, CAPM, FAMA-FRENCH MODEL

Object of research – company`s cost of equity

Subject of research – methods for estimating company`s cost of equity

Purpose of the work – to analyze the existing methods of company`s cost of equity estimation, to investigate results for various inputs and to estimate the cost of equity of John Wiley & Sons

Methods of research – dividend discount method, capital asset pricing method

Relevance – to make more reasonable decisions about making investments (for investors) or accepting high-demanding investments (for companies)

Results of the work – estimated cost of John Wiley & Sons equity for different dates, sampling sizes, incoming data frequency, using various estimation models and rates of returns

Ways of further developing the subject of research – it is possible to improve the results of work by investigating free-risk rate influence, or by developing more accessible software for cost of equity estimation