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**DBA Dissertation Defense**

Entitled

*ON IDENTIFYING SUCCESSFUL FINANCIAL STRATEGIES FOR THE LISTED COMPANIES IN THE UNITED ARAB EMIRATES: AN EMPIRICAL APPROACH*

by

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Abstract

Financial profile mirrors the performance of a company regarding its competitive market abilities, sustainability and capacity. Thus, it is a crucial matter for a firm to seek appropriate financial strategies to furnish a positive influence on boosting the target outcomes of its entire business performance. This study investigates how the adopted financial strategies are associated with short/mid/long-term performance of the UAE Public Joint Stock Companies (PJSC). The quarterly based ten-year (2006-2015) Panel Data Set of the 92 PJSCs, working in different business and industrial sectors, has been used in measuring the performance of each PJSC. Consequently, the researcher extracted eleven variables from the refereed finance literature to be viewed in this study as financial strategy-related factors; four out of them could be tested for the first time. These variables went into two themes, these are: i) six variables as a proxy for capital structure, and ii) five variables as a proxy for cash flow management. These variables were subject to further investigation for determining which of them have a direct influence on the financial and market performance of the PJSCs. A combination of four financial performance measures, along with two market performance measures was chosen as influential variables to measure the success of companies regarding their financial performance. The panel data analysis model was performed to make sure that the desirable statistical assumptions are fulfilled correctly, whereas the estimations were determined by using the *Generalized Method of Moments* (GMM) as estimation technique by the econometric software package *EViews*. Both, the analysis of the dataset, and validity of the influential variables have defined a mix of appropriate dynamic financial strategies for the PJSCs to be stable in averting unfavorable different economic conditions. However, this study argues that establishment of a mutual relationship between the financial strategy of a PJSC and its performance would be leading it to be successful. The gained findings confirm the primary assumption of this dissertation "*Different financial strategies under different economic conditions are leading to different results (performance)*". From an academic standpoint, this study represents a reliable reference in the domain of financial management practices upon which further studies are eagerly deemed.

**Keywords:** Global financial crisis 2008, Stock market, Public joint stock firms, Market performance, Firm performance, Financial strategy, the UAE.