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Tech Stock Valuation Nichtwissen und Vertrauen in der Wissensökonomie Mark Hirschey Torsten Strulik

Tech Stock Valuation Nichtwissen und Vertrauen in der Wissensökonomie *Mark Hirschey Torsten Strulik*

the contribution of research and development to a company's market value has grown considerably in recent years in the mid 1970s accountants were able to capture on their ledgers 90-95% of a firm's book value but by 2000 the importance of intangible assets had grown to the point where they could account for only 13-15% financial economists and accountants have investigated the link between a firm's market value and its R&D spending and various factions advocate a variety of positions on the amount and rate of investment investors ability to capture returns on that investment and ways to measure value investment and returns tech stock valuation extends the R&D literature by providing detailed direct evidence on the market value implications of inventive and innovative output specifically the book demonstrates that stock price effects of patent output are most pronounced in the case of high quality patents where patent quality is measured by scientific merit scientific measures of patent quality give tech stock investors and R&D managers a valuable new tool that can be used to measure R&D program effectiveness at the same time it gives investors a new tool to help them assess the value of hard to measure intangible assets provides detailed direct evidence on the market value implications of inventive and innovative output based on recent research much of which Dr. Hirschey has pioneered gives financial professionals a new tool for assessing R&D quality and its relation to market valuation

die Logik der Wissensökonomie erzwingt immer häufiger weitreichende Entscheidungen ohne dass tragfähiges Wissen über entsprechende

risiken vorhanden ist vertrauen wird daher ein zunehmend wichtiger faktor ökonomischer kommunikation torsten strulik untersucht anhand welcher institutionen und mechanismen die wissensökonomie vertrauen konstituiert und sich gelegenheiten schafft das unhintergehbare nichtwissen um die entwicklung von produkten unternehmen und märkten kreativ zu verwerten am beispiel von rating agenturen wirtschaftsprüfungsgesellschaften und bankenregulierung lenkt er die aufmerksamkeit dabei sowohl auf die problemlösenden als auch auf die problemerzeugenden funktionen von vertrauen unveränderter nachdruck der ausgabe von 2004

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