

## **ABSTRACT**

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This doctoral dissertation presents an analysis and assessment of the impact of selected factors shaping the potential market value of shares. The research focused on such aspects as: financial analysis, technical analysis, ratio analysis, selected macroeconomic aspects, as well as elements related to investment risk and dividend payment. The main objective of the research project was to create a model for assessing stock market investments that would allow for efficient actions in the field of capital allocation in selected companies listed on the Warsaw Stock Exchange. Specific objectives included, among others, identification and classification of factors influencing the value of the share price, as well as examination of the connections between selected factors and share price fluctuations. The dissertation is of a theoretical and empirical nature and consists of five chapters, in which a literature review was conducted and own research was conducted. The literature review allowed for building a substantive basis, which was the starting point for the research part. In the empirical part, quantitative analysis methods were used, including regression models, correlation tests and causality tests, which enabled verification of the research hypotheses. The research results provided valuable information for investment practice and allowed the formulation of conclusions for investors regarding strategies based on financial and technical analysis.