

**The Measures of Cash Flows and Returns Their Impact on the Value
of Shares in the Industrial Companies Listed on the Amman Stock
Exchange**

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Abstract

This study aimed to illustrate the effect of the cash flows measures and the return on the share value of the public shareholding industrial companies listed in Amman stock market.

The Study population consisted the public shareholding industrial companies listed at Amman stock exchange. Their number is (63) company while the study sample represented in the public shareholding companies for pharmaceuticals and their number is (6) companies.

To achieve the study goals. The researcher followed the descriptive analytical method which depends on analyzing the financial statement of the pharmaceutical companies listed in Amman stock exchange during the period of (2011–2015) by using the pairing test and the linear interference between the study's variables, and the simple and multiple regression, through the statistical package for social sciences. (SPSS).

The study reached results. The most important were: the presence of effect of the Earnings quality measures on the shares value of the pharmaceutical companies listed at Amman stock Exchange.

The study results showed the presence of effect of the liquidity and measures on the shares value, and there are an effect of return on assets and equity owners on value of the pharmaceutical companies listed at Amman stock exchange.

The study recommended that the pharmaceutical companies should interest in the Earnings quality measures, and to disclose the factors affecting these measures for the outside parties due to its effect on evaluating the company's value in the capital markets.

It is necessary for the pharmaceutical companies to interest and take care of the return measures in all of the components through disclosing the factors affecting their ability in giving fair and honest image for the interesting parties in the pharmaceutical companies, listed at Amman stock exchange.

Keywords: cash flow, Return, value of shares, public shareholding companies, pharmaceutical companies