

The Impact of R&D, Advertising Expenses on the Growth Value of the Petrochemical Companies in Iraq

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Abstract

This study aimed to figure out the impact of the research and development (R & D) and the advertising expenses on the growth and value of the petrochemical companies listed in the Iraq Stock Exchange. The study adopted the data extracted from the financial reports of the Iraqi petrochemical companies (n. 3) and the study adopted the descriptive, analytical approach due to its suitability to the nature of the study in addition to the means, standard deviations, unit root test and multiple linear regression analysis. The study population consisted of (n. 2) company Iraqi petrochemical companies. The study concluded a statistically significant impact at sig. ($\alpha \leq 0.05$) for the research and development expenses on the value of the petrochemical companies listed in the Iraq Stock Exchange. The study recommended the need to focus on the research, development and advertising expenses for increasing the value of the companies which will result in increasing the perceived quality of the products offered by the advertisement.

Keywords: Research and Development expenses , Advertising expenses, Growth and Value of Petrochemical Companies , Iraq.