Investment Decision Strategy on Green Energy Industry

Yuh-Jiuan Parng
E-mail: melodyp@mail.dyu.edu.tw

ABSTRACT

This study proposes a two-phase integrative approach to assist making investing decision on green energy firms. Green energy industry in Taiwan has started and drawn manufacturers' attention since the recent decade. Either from environmental protection or market's demand point of view, green products has become an unavoidable trend in the near future. The stock prices of green energy industry also have turned into a hot focus. In order to discover potential stars for the investor's fortune, an early evaluation and prediction system is crucial. To suffice the purpose, Logistic Regression Analysis digs out 'year', 'capital expenditure', 'growth rate' and 'corporate governance composite index' as the critical attributes, and Analytic Hierarchy Process (AHP) helps set up the priority of the potential investing target firms. The prediction liability is 70%.

Keywords: Green energy industry, Logistic Regression Analysis, Analytic Hierarchy Process, Corporate Governance Composite Index

REFERENCES