

**THE RELATIONSHIP BETWEEN RISK MANAGEMENT AND COMPANY VALUES IN
INFLUENCE THE INVESTMENT MARKET RESPONSE**

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Abstract

Current business developments are so rapid, that many companies are competing strictly to increase company value. The stock market price is one of the aspects that can determine the value of the company because the stock market price reflects the investor's assessment of the total equity held. Firm value is an investor's perception of a company related to stock prices. The value of the company can increase if there is an increase in stock prices, the higher the stock price, the higher the company value. Increasing the value of the company is one way to increase the prosperity of shareholders. Companies that have good performance in increasing the value of their companies tend to be more able to attract the attention of investors to invest shares in their companies. For this reason, shareholders hand over the management of the company to people who are competent in their fields, such as managers and commissioners.

Keywords: Business risk, Investor Perception, Firm value, Stock price, Stock exchange

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