

Opart Ketmalee 2020 : Value investment and appropriate holding period in the stock exchange of Thailand. Master of Arts Program in Applied Finance, Independent Study Advisor: Assistant Professor Dr.Thamrongsak Svetalekth, Ph.D 104 pages.

The objective of this research is to analyze the returns on investments in value-based stock selected using relevant financial ratios, and the risks of investment portfolios in different holding periods in order to acquire the strategies with highest possible returns and lowest possible risk level. The selection of the valued stocks follows the following criteria: price to earnings ratio (P/E ratio) less than 15 times, price to book value ratio (P/BV ratio) less than 1.5 times, and dividend payout ratio at least 5%. Stocks which pass the criteria would be divided into 4 investment portfolios by the holding period of 1 year, 4 years, 6 years, and 12 years. There are two investment methods. The first method is to buy 1 share in every stock. The second method is to invest equal money in all stocks. We then take each portfolio to find the rate of return, measure each portfolio's risks, and evaluate its operational efficiency using Sharp, Treynor, and Jensen model.

The result from a conducted survey revealed that investment portfolio 4 the highest return both investment methods while carrying the highest risk as well. Investment portfolio 4 also has the highest standard deviation. when compared average return of most investment portfolios has rate of return higher than set index. Only investment portfolio 2 is to buy 1 share in every stock has lower average return than set index. When using Jensen ratio and Treynor ratio to evaluate each investment portfolios, the results indicated that every investment portfolios has outperformed its market. By using the calculation of Sharpe has investment portfolio 1 are two investment methods higher performance. Therefore it is considered the best of portfolios.

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