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## The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange

Year 2015, Volume: 36 Issue: 3, 2071 – 2082, 13.05.2015

Somayeh Shamohammadi Ghahsareh, Majid Azimi Yancheshmeh

### Abstract

**Abstract.** Cash money is from among the important resources of every economic entity. Maintaining the balance between cash money and cash needs is an important factor in economic health of the economic entities, as well as their continuity. Considering the importance of this issue, the present study deals with the investigation of the cash holding motives, models that justify cash holding, and factors affecting that, particularly the market share. The main objective of this study is to evaluate the relationship between market share and cash holdings in the competitive market environment of listed firms in Tehran Stock Exchange. Hence, Squibin & Van Haul's Static cash model has been used for 114 companies since 2004 to 2012. This model is analyzed by the (OLS). Regarding the purpose, this study is a basic experimental research and regarding the nature, it is a correlational one. Results of this study reveal that there is a significant negative relationship between market share and cash holdings and also showed that this relationship is of greater significance among moderately concentrated industries.

### Keywords

Cash Holdings, Market Share, Net Working Capital

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### Details

**Authors**Somayeh Shamohammadi Ghahsareh**Majid Azimi Yancheshmeh** **Publication Date**

May 13, 2015

**Published in Issue**Year 2015 Volume: 36 Issue: 3**Cite**

APA	Shamohammadi Ghahsareh, S., & Azimi Yancheshmeh, M. (2015). The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange. <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> , 36(3), 2071-2082. 
AMA	Shamohammadi Ghahsareh S, Azimi Yancheshmeh M. The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange. <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> . May 2015;36(3):2071-2082. 
Chicago	Shamohammadi Ghahsareh, Somayeh, and Majid Azimi Yancheshmeh. "The Relationship Between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange". <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> 36, no. 3 (May 2015): 2071-82. 
EndNote	Shamohammadi Ghahsareh S, Azimi Yancheshmeh M (May 1, 2015) The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange. <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> 36 3 2071-2082. 
IEEE	S. Shamohammadi Ghahsareh and M. Azimi Yancheshmeh, "The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange", <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> , vol. 36, no. 3, pp. 2071-2082, 2015. 
ISNAD	Shamohammadi Ghahsareh, Somayeh - Azimi Yancheshmeh, Majid. "The Relationship Between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange". <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> 36/3 (May2015), 2071-2082. 
JAMA	Shamohammadi Ghahsareh S, Azimi Yancheshmeh M. The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange. <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> . 2015;36:2071-2082. 
MLA	Shamohammadi Ghahsareh, Somayeh and Majid Azimi Yancheshmeh. "The Relationship Between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange". <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> , vol. 36, no. 3, 2015, pp. 2071-82. 
Vancouver	Shamohammadi Ghahsareh S, Azimi Yancheshmeh M. The Relationship between Cash Holdings and Market Share by Using Static Model of Listed Firms in Tehran Stock Exchange. <i>Cumhuriyet Üniversitesi Fen Edebiyat Fakültesi Fen Bilimleri Dergisi</i> . 2015;36(3):2071-82. 