

Accorhotels

AccorHotels' Digital TransformationAccor HotelsAnalysis Relationship Between Financial Variables and Market Risk in Accorhotels  
Valerie Keller-Birrer Eva Hemmes Lin Yan Tan  
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Accorhotels *Valerie Keller-Birrer Eva Hemmes Lin Yan Tan*

the purpose of this study is to analyze the corporate governance and its impacts on performances of hotel industry in france the chosen hotel is accorhotels all of the data obtained for this study from the official annual report of accohotels from 2012 to 2016 this study is utilizing profitability ratio liquidity ratio leverage ratio average collection period market risk index score bod remuneration gdp inflation rate unemployment rate and exchange rate to do the research about the overall performance for accorhotels among five years several variables that be used to measure their correlations and coefficients with average collection period which represent the profitability of the company to run this analysis stepwise method is used and the results show different dependent and independent variables for each analysis for internal environment average collection period was significantly influenced by operating margin however by taking external environment into consideration interest rate is highly related to return on assets then by comparing the internal and external environment it shows the same result with the first analysis

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