

Abstract

This modern 21st century is mainly dependent on various kinds of valuations. These are made by different ways of economical counting and models. Most of the counting is being done by various professional external rating agencies. Eg. rating agencies with their bonity asset valuation, national rating agencies, tax rating agencies, etc. Also different types of the best company charts by prestigious magazines are found in this category.

These types of ratings are constructed by really complex systems of algorithms and many statistical calculations are made. For my bachelor thesis I have been inspired by web page ranking called "page rank". This is used for web page comparison and recognition which one is better to be used for example. Final rating result is very useful instrument for marketing agencies. Eg. to decide on which web page use their banners and advertisement.

In my work, I would like to define a hypothesis that there is a countable validate index set which might generate some kind of authenticable company's index to describe its authenticity, solvency or even durability. Let's call it "Firm-rating". Main aim of this thesis is to describe and rationalize these indexes. Anyway, at the close, I would like to describe system of counting such an index and I will try to find a way how to create it. My progress will be inspired mainly by existing financial ratings.