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Dual Track vs. IPO

By Michala Rudorfer

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English, abstract: This paper analyzes dual tracking , a useful
marketing tool to increase the valuation of a private company.
In line with this paper, dual tracking only refers to the choice
between M&A and IPO in later stages of the selling process. In
spite of an increasing number of major dual tracks, the idea is
still widely unknown. In particular the scholastic world has
rarely picked up this subject. This lack of academic research
motivates to explore the concept in more detail. Thereby, the
focus lies on the choice between M&A and IPO and on the
interaction between the equity market and the M&A market. In
this context, the key question is how the capital market reacts
to an acquisition of a dual tracking firm. 52 pp. Englisch.



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