



Laurens Robin Bijl, Glenn Kringhaug, Eirik Sandvik

**NTNU**  
Norwegian University of  
Science and Technology  
Faculty of Social Sciences  
and Technology Management  
and Department of Industrial Economics  
and Technology Management

Laurens Robin Bijl  
Glenn Kringhaug  
Eirik Sandvik

# Predictive Power of Google Search Volume on Stock Returns

Trondheim, June 2015