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Event Studies Theory Research And

Event Studies is the only book devoted to developing knowledge and theory about planned events. It focuses on event planning and management, outcomes, the experience of events and the meanings attached to them, the dynamic processes shaping events and why people attend them.

Event Studies: Theory, Research and Policy for Planned ...

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Event studies : theory, research and policy for planned ...

Originally developed as a statistical tool for empirical research in accounting and finance, event studies have since migrated to other disciplines as well, including economics, history, law, management, marketing, and political science.

Event Studies: Theory, research and policy for planned ...

Event studies are thus common to various research areas, such as accounting and finance, management, economics, marketing, information technology, law, political science, operations and supply chain management. One aspect often used to structure the overall body of event studies is the breadth of the studied event types.

Event study - Wikipedia

Every event study represents a joint test of the research hypothesis, the particular model of expected returns used, and the underlying finance theory assumptions. Researchers need to be particularly aware of the latter set of assumptions, as their distinct research contexts may not fulfill these assumptions.

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Event is an occurrence at a given place and time that could be planned or unplanned. Events are believed to relieve from dull and hectic schedules; so, events are getting popular.

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an event study. Using financial market data, an event study measures the impact ... MacKinlay: Event Studies in Economics and Finance 15. of effects) of the event under study. Ad-ditional analysis may be included to dis-tinguish between competing explana- ... event Journal of Economic Literature, Vol. XXXV ...

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Event Studies Theory, research and policy for planned ...

Event Studies is the first text to embrace this new direction in the field of event management providing: * Students and practitioners with an explanation of why planned events are important from a...

Event Study Methodology | Event Study Tools

Event Studies: Theory, research and policy for planned events, Edition 3 - Ebook written by Donald Getz, Stephen J. Page. Read this book using Google Play Books app on your PC, android, iOS devices. Download for offline reading, highlight, bookmark or take notes while you read Event Studies: Theory, research and policy for planned events, Edition 3.

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Event Study Assumptions | Event Study Tools

Event Study Analysis • Definition: An event study attempts to measure the valuation effects of a corporate event, such as a merger or earnings announcement, by examining the response of the st ock price around the announcement of

Journal of Economic Literature, Vol. XXXV Event Studies in ...

Introduction to the Event Study Methodology Finance theory suggests that capital markets reflect all available information about firms in the firms' stock prices. Given this basic premise, one can study how a particular event changes a firm's prospects by quantifying the impact of the event on the firm's stock.

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