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Event Study Assumptions | Event Study Tools

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.

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

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. Additional analysis may be included to dis-

tinguish between competing explanations. ... event Journal of Economic Literature, Vol. XXXV ...

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Event Studies: Theory, research and policy for planned events (Events Management Book 13) -

Kindle edition by Donald Getz, Stephen J. Page.

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

Event Studies is the only book devoted to developing knowledge and theory about planned events. This book 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 **Event Studies Theory,**

research and policy for
planned ...

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 stock price around the announcement of

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

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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.

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

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Madichie and others
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Event Study Methodology

| Event Study Tools
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 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.

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.

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

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knowledge and theory
about planned events.