

# Event Studies Theory Research And Policy For Planned Events Events Management

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

An event study is a statistical method to assess the impact of an event on the value of a firm. For example, the announcement of a merger between two business entities can be analyzed to see whether investors believe the merger will create or destroy value. The basic idea is to find the abnormal return attributable to the event being studied by adjusting for the return that stems from the price fluctuation of the market as a whole. The event study was invented by Ball and Brown. As the event met

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Event Study Assumptions Every event study represents a joint test of the research hypothesis, the particular model of expected returns used, and methodological assumptions (Brown and Warner, 1980). As for the methodological assumptions, the following three are most central:

### **Event Study Methodology | Event Study Tools**

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. Finance scholars have developed the 'event study methodology' to perform this type of analysis - in its most common form, with a focus on stock returns, in less used forms, with a focus on trading volumes and volatilities.

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In addition to event studies, areas of expertise include wine and food tourism, evaluation and impact assessment, consumer research and special-interest travel. Professor Getz co-founded, and was Editor-in-Chief of Event Management an International Journal.

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As the event management field expands, there is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to...

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## **Event Studies | Taylor & Francis Group**

Event Studies: Theory, Research and Policy for Planned Events (Events Management) \$46.85 Only 1 left in stock - order soon. Many books exist on various aspects of event management, reflecting growing academic and professional interest, but there has not been a book written on Event Studies until now. As the event management field expands, there ...

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