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Event Studies Theory Research And

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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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 is a growth in demand for advanced texts, particularly with a multidisciplinary research and theoretical orientation. Event Studies is the first text to embrace this new direction in the field of event management providing:

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COPY. 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. This title draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events.

Event Studies | Taylor & Francis Group

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.

Event study - Wikipedia

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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Event Study Definition

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:

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