

Event Studies Theory Research And Policy For Planned Events Paperback

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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. This title draws from a large number of foundation disciplines and closely related professional fields to foster ...

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

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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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 Study Methodology | Event Study Tools

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

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:* Students and practitioners with an explanation of why planned events are important from a social/cultural, economic and environmental perspective.*

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

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 | Taylor & Francis Group

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 Assumptions | Event Study Tools

Event studies : theory, research, and policy for planned events. [Donald Getz] -- For the event management student, and for professionals, "Event Studies" provides the necessary body of knowledge and theoretical/methodological underpinnings on the subject of planned events. Your Web browser is not enabled for JavaScript.

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I discuss a particularly common motivational claim about the origin of conspiracy theory beliefs: that they are driven by threats to personal control and present findings from experimental, meta-analytical and naturalistic studies testing the hypothesis that lack of control leads to conspiracy beliefs.

Perceived lack of control and conspiracy theory beliefs ...

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