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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.

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

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

Event Studies draws from a large number of foundation disciplines and closely related professional fields, to foster interdisciplinary theory focused on planned events. It brings together important discourses on events including event management, event tourism, and the study of events within various disciplines that are able to shed light on the roles, importance and impacts of events in society and culture.

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As the field of study for humans and societies, anthropology (Getz & Page, 2020), and more specifically, socio-cultural anthropology, contributes to the understanding of the reasons for events...

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Critical Event Studies is a growing field, not just within event management and event studies, but across the traditional and digital social sciences.

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Critical Event Studies - Approaches to Research | Ian R ...

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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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.\*

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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.

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Event study - Wikipedia

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