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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.

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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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
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