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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.

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

Buy Event Studies: Theory, Research and Policy for Planned Events (Events Management) 4 by Getz, Donald, Page, Stephen J. (ISBN: 9780367085629) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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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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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 ...

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

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

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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9781138899155: Event Studies: Theory, research and policy ...

Event Studies: Theory, Research and Policy for Planned Events (Events Management) \$48.35 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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Within events management, events are commonly categorised within two axes, size and content. Along the size axis events range between the small scale and local, through major events, which garner greater media interest, to internationally significant hallmark and mega events such as the Edinburgh Festival and the Tour de France. Content is frequently divided into three forms – culture, sport or business. However, such frameworks overlook and depoliticise a significant variety of events, those more accurately construed as protest. This book brings together new research and theories from around the world and across sociology, leisure studies, politics and cultural studies to develop a new critical pedagogy and critical theory of events. It is the first research monograph that deals explicitly with the concept of critical event studies (CES), the idea that it is impossible to explore and understand events without understanding the wider social, cultural and political contexts. It addresses questions such as can the occupation and reclamation of specific spaces by activists be understood as events within its framework? And is the activity of activists in these spaces a leisure activity? If those, and other similar activities, can be read as events and leisure, what does admitting them into the scope of events management and leisure studies mean for our understanding of them and how the study of events management is to be conceptualised? This title will be of interest to undergraduate and postgraduate students on events management and related courses and scholars interested in understanding the ways in which events are constructed by the social, the cultural and the political.

Exploring the relationship between gender and events, this book delivers an ethnographic analysis of the celebration of gender equality in the context of the culture-led event. Drawing upon Critical Event Studies, Anthropology of the Festive, and Gender Studies, this book provides a comprehensive understanding of the entangled, conceptual entities of gender and events. Through a gendered analysis of the culture-led event, Hull UK City of Culture 2017, this work expands epistemological perspectives relevant to the study of events in general and City/ Capital of Culture initiatives in particular. Driven by a feminist, collaborative methodological approach, the book draws on four years of ethnographic, qualitative research in the city of Hull and its celebration of the title, UK City of Culture, in 2017 and provides an in-depth analysis of how audiences engage, performances enact, and infrastructures condition the production of cultures of gender equality in the citywide celebration. This will be a valuable resource for upper-level students and academics in the field of Event Studies, Cultural Policy, Geography, Anthropology and Gender Studies.

Impact assessment can be highly technical and complex, requiring a broad knowledge base and diverse skills, but like evaluation, it is a process fraught with philosophical, technical and political perils. Why is it done, by whom, and how, must be carefully planned. Impacts cannot always be 'proven', so the nature of evidence becomes critical. Accordingly, a strong theoretical base is needed by all IA practitioners. Whilst economic impacts have received a great deal of attention, with sufficient material available to guide all applications, for social, cultural and environmental IA the theory and practice has lagged. In the context of Triple Bottom Line, social responsibility and sustainability approaches most of the available literature is on normative goals (such as going green, meeting sustainability standards), the nature of positive and negative impacts (a descriptive approach or based on public input), or theory about how impacts occur; very little theory development or praxis has been directed at impact assessment for these applied fields. In response to this lack of information, Event Impact Assessment is the first text to: " Develop professionalism for IA and evaluation in these applied management fields. " Position impact assessment within sustainability and responsibility paradigms. " Recommend goals, methods and measures for planning, evaluation and impact assessment pertaining to events and tourism. " Encourage the adoption of standard methods and key performance indicators in evaluation and impact assessment in order to facilitate valid comparisons, benchmarking, reliable forecasts, transparency and accountability. " Provide concepts and models that can be adapted to diverse situations. " Connect readers to the research literature through use of Research Notes and provision of additional readings. This text also works well as a companion text to Event Evaluation: Theory and methods for event management and tourism. The Events Management Theory and Methods Series examines the extent to which mainstream theory is being employed to develop event-specific theory, and to influence the very core practices of event management and event tourism. Each compact volume contains overviews of mainstream management theories and methods, examples from the events literature, case studies, and guidance on all aspects of planned-event management. They introduce the theory, show how it is being used in the events sector through a literature review, incorporate examples and case studies written by researchers and/or practitioners, and contain methods that can be used effectively in the real world. Series editor: Donald Getz. With online resource material, this mix-and-match collection is ideal for lecturers who need theoretical foundations and case studies for their classes, by students in need of reference works, by professionals wanting increased understanding alongside practical methods, and by agencies or associations that want their members and stakeholders to have access to a library of valuable resources.

This book explores and challenges the concept and experience of liminality as applied to critical perspectives in the study of events. It will be of interest to researchers in event studies, social and discursive psychology, cultural and political sociology, and social movement studies. In addition, it will provide interested general readers with new ways of thinking and reflecting on events. Contributing authors undertake a discussion of the borders, boundaries, and areas of contestation between the established social anthropological concept of liminality and the emerging field of critical event studies. By drawing these two perspectives closer together, the collection considers tensions and resonances between them, and uses those connections to enhance our understanding of both cultural and sporting events and offer fresh insight into events of activism, protest, and dissent.

This book is the first to take an in-depth examination of events and well-being, adopting a much-needed critical approach to the study of events. It uses empirical case studies to help us better understand how events foster positive well-being or counter negative well-being for event organisers, participants, spectators, volunteers and even non-attending local residents. While researchers have long understood socialisation as the major motivation to attend contemporary festivals and events, it is only just being acknowledged that well-being is also a key motivator. Those researching in the field of event studies are yet to clearly articulate "the how, why, where, and impacts of socialisation." This multidisciplinary book draws together empirical research across a range of event types and sizes, from music festivals to mega sports events, to provide a nuanced understanding of their contribution to the well-being of individuals and communities. Case studies are drawn from around the world and apply a diverse range of theoretical lenses to the conceptualisation of well-being as it applies to events and methodologies used to achieve research aims and objectives. This significant volume will be valuable reading for students and academics in the fields of sport studies, critical event studies, queer studies, cultural studies, tourism, music, sociology and end-of-life studies.

Events Management is a rapidly expanding discipline with growing student numbers however currently there are no specifically focused Research Methods texts available to serve this growing cohort. Fulfilling the need for a relevant book which reflects the unique characteristics of research in the field this title provides students with innovative ideas and inspiration to undertake their own research work and informs them of the wide diversity of research strategies and contexts that are available. Content is written from a researcher ' s point of view and provides a step by step guide to accomplishing a project or dissertation in the field of events. The reader is guided right from the beginning in selecting a topic for research, identifying aims, objectives and questions and then determining which research methods are the most appropriate and practical. They are then shown how to analyze and interpret their data as well as writing up the project. Whilst many current texts are skewed either towards qualitative or quantitative methods, Doing Events Research provides a balanced coverage of both. It incorporates not only traditional research methods, but also contemporary techniques such as using social networking websites and Google analytics. Specific research case studies are integrated to make applications accessible to events students and show the unique characteristics of researching in this field. A range of useful learning aids spur critical thinking and further students ' knowledge. This book is visually accessible and whilst written in an engaging style nonetheless maintains academic rigor grounded in research and scholarship. This is essential reading for all events students.

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