AI for Investment Analysis

財務金融事件研究法
(Event Studies in Finance)

1082AIIA05
MBA, IMTKU (M2399) (8409) (Spring 2020)
Wed 3, 4 (10:10-12:00) (B206)

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http://mail.tku.edu.tw/myday/
2020-04-01
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
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<tr>
<td>1</td>
<td>2020/03/04</td>
<td>人工智慧投資分析課程介紹 (Course Orientation on AI for Investment Analysis)</td>
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<td>2</td>
<td>2020/03/11</td>
<td>AI 金融科技: 金融服務創新應用 (AI in FinTech: Financial Services Innovation and Application)</td>
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<td>3</td>
<td>2020/03/18</td>
<td>機器人理財顧問與AI交談機器人 (Robo-Advisors and AI Chatbots)</td>
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<td>4</td>
<td>2020/03/25</td>
<td>投資心理學與行為財務學 (Investing Psychology and Behavioral Finance)</td>
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<td>5</td>
<td>2020/04/01</td>
<td>財務金融事件研究法 (Event Studies in Finance)</td>
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<td>6</td>
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<td>人工智慧投資分析個案研究 I (Case Study on AI for Investment Analysis I)</td>
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課程大綱 (Syllabus)

週次 (Week)  日期 (Date)  內容 (Subject/Topics)
7  2020/04/15  Python AI投資分析基礎  
       (Foundations of AI Investment Analysis in Python)
8  2020/04/22  Python Pandas 量化投資分析  
       (Quantitative Investing with Pandas in Python)
9  2020/04/29  期中報告 (Midterm Project Report)
10 2020/05/06  Python Scikit-Learn 機器學習投資分析  
       (Machine Learning for Investment Analysis with Scikit-Learn In Python)
11 2020/05/13  TensorFlow 深度學習投資分析 I  
       (Deep Learning for Investment Analysis with TensorFlow I)
12 2020/05/20  TensorFlow 深度學習投資分析 II  
       (Deep Learning for Investment Analysis with TensorFlow II)
課程大綱 (Syllabus)

週次 (Week)  日期 (Date)  內容 (Subject/Topics)
13 2020/05/27  人工智慧投資分析個案研究 II
   (Case Study on Artificial Intelligence for Investment Analysis II)
14 2020/06/03  TensorFlow 深度學習投資分析 III
   (Deep Learning for Investment Analysis with TensorFlow III)
15 2020/06/10  投資組合最佳化與程式交易
   (Portfolio Optimization and Algorithmic Trading)
16 2020/06/17  期末報告 I (Final Project Presentation I)
17 2020/06/24  期末報告 II (Final Project Presentation II)
18 2020/07/01  教師彈性補充教學
Event Studies in Finance
Doron Kliger and Gregory Gurevich (2014),
Palgrave Macmillan

事件研究法：
財務與會計實證研究必備
沈中華、李建然 (2000)

Source: 沈中華、李建然 (2000)，事件研究法：財務與會計實證研究必備，華泰文化
Event Studies for Financial Research
state-of-the-art event study software

Short- and Long-Term Event Studies
- Cumulative Abnormal Returns
- Buy-and-hod Abnormal Returns
- Farma-French Calander Time Portfolios

Parametric and Non-Parametric Tests
- Time-Series t-Test
- Cross-Sectional t-Test
- Standardized Residual Test
- Standardized Cross-Sectional Test
- Corrado Rank Test
- Generalized Sign Test
- Skewness-Adjusted t-Test

Return Models
- Constant-Mean
- Market Adjusted
- Market Model
- Factor Model
- Matching Models
- Stocks and Bonds

https://eventstudymetrics.com/
Event Studies in Economics and Finance

Event Study

Source: Rajesh Mudholkar (2014), "Event studies: Confirms Market Efficiency or Behavioral Anomalies?", https://www.youtube.com/watch?v=VErwDaQNB74
Event Study

Time line for an event study

Source: https://eventstudymetrics.com/index.php/event-study-methodology/
Event Study Methodology

- estimation window
- event window
- post event window

Source: https://eventstudymetrics.com/index.php/event-study-methodology/
Event Study Methodology

estimation window

event window

post event window

Source: https://eventstudymetrics.com/index.php/event-study-methodology/
Efficient Markets
Behavioral Economics
Behavioral Finance
Hersh Shefrin (2007),
Beyond Greed and Fear:
Understanding Behavioral Finance and the Psychology of Investing, Oxford University Press
Lucy Ackert and Richard Deaves (2009), Behavioral Finance: Psychology, Decision-Making, and Markets, South-Western College Pub

Edwin Burton and Sunit N. Shah (2013)
Behavioral Finance: Understanding the Social, Cognitive, and Economic Debates, Wiley

Rational Behavior

Irrational Behavior
Emotion

Sentiment
Modern Financial Research

• Theoretical Finance
  – study of logical relationships among assets.
• Empirical Finance
  – study of data in order to infer relationships.
• Behavioral Finance
  – integrates psychology into the investment process.

Source: Robert A. Strong (2004), Practical Investment Management, South-Western
Behavioral Finance Themes

• Heuristic-Driven Bias
• Framing Dependence
• Inefficient Markets

Efficient Market Hypothesis (EMH)

Efficient capital markets: A review of theory and empirical work
BG Malkiel, EF Fama - The Journal of Finance, 1970 - Wiley Online Library
This paper reviews the theoretical and empirical literature on the efficient markets model. After a discussion of the theory, empirical work concerned with the adjustment of security prices to three relevant information subsets is considered. First, weak form tests, in which the information set is just historical prices, are discussed. Then semi-strong form tests, in which the concern is whether prices efficiently adjust to other information that is obviously ...

Efficient Market Hypothesis (EMH) (Fama, 1970)

Efficient Market Hypothesis (EMH) (Fama, 1970)

SESSION TOPIC: STOCK MARKET PRICE BEHAVIOR

SESSION CHAIRMAN: BURTON G. MALKIEL

EFFICIENT CAPITAL MARKETS: A REVIEW OF THEORY AND EMPIRICAL WORK*

EUGENE F. FAMA**

I. Introduction

The primary role of the capital market is allocation of ownership of the economy’s capital stock. In general terms, the ideal is a market in which prices provide accurate signals for resource allocation: that is, a market in which firms can make production-investment decisions, and investors can choose among the securities that represent ownership of firms’ activities under the assumption that security prices at any time “fully reflect” all available information. A market in which prices always “fully reflect” available information is called “efficient.”

This paper reviews the theoretical and empirical literature on the efficient markets model. After a discussion of the theory, empirical work concerned with the adjustment of security prices to three relevant information subsets is considered. First, weak form tests, in which the information set is just historical prices, are discussed. Then semi-strong form tests, in which the concern is whether prices efficiently adjust to other information that is obviously publicly available (e.g., announcements of annual earnings, stock splits, etc.) are considered. Finally, strong form tests concerned with whether given investors or groups have monopolistic access to any information relevant for price formation are reviewed.¹ We shall conclude that, with but a few exceptions, the efficient markets model stands up well.

<table>
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<th>Nine</th>
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<td>-.112</td>
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<td>-.047</td>
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<td>Union Carbide</td>
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<td>United Aircraft</td>
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<td>.040</td>
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* Coefficient is twice its computed standard error.
Cumulative Average Residuals

Cumulative Average Residuals

**Figure 1b**
Cumulative average residuals for dividend "increases."

**Figure 1c**
Cumulative average residuals for dividend "decreases."

Market Efficiency

The empirical work itself can be divided into three categories depending on the nature of the information subset of interest. *Strong-form* tests are concerned with whether individual investors or groups have monopolistic access to any information relevant for price formation. One would not expect such an extreme model to be an exact description of the world, and it is probably best viewed as a benchmark against which the importance of deviations from market efficiency can be judged. In the less restrictive *semi-strong-form* tests the information subset of interest includes all obviously publicly available information, while in the *weak form* tests the information subset is just historical price or return sequences.

Types of Efficiency Market

• **Weak Form**
  – Security prices reflect all information found in past prices and volume.

• **Semi-Strong Form**
  – Security prices reflect all publicly available information.

• **Strong Form**
  – Security prices reflect all information—public and private.

Can Financing Decisions Create Value?

What Sort of Financing Decisions?

• Typical financing decisions include:
  – How much debt and equity to sell
  – When (or if) to pay dividends
  – When to sell debt and equity

• Just as we can use NPV criteria to evaluate investment decisions, we can use NPV to evaluate financing decisions.

How to Create Value through Financing

• Fool Investors
  – Empirical evidence suggests that it is hard to fool investors consistently.

• Reduce Costs or Increase Subsidies
  – Certain forms of financing have tax advantages or carry other subsidies.

• Create a New Security
  – Sometimes a firm can find a previously-unsatisfied clientele and issue new securities at favorable prices.
  – In the long-run, this value creation is relatively small, however.

Efficient Capital Markets

• An efficient capital market is one in which stock prices fully reflect available information.
• The EMH has implications for investors and firms.
  – Since information is reflected in security prices quickly, knowing information when it is released does an investor no good.
  – Firms should expect to receive the fair value for securities that they sell. Firms cannot profit from fooling investors in an efficient market.

Reaction of Stock Price to New Information in Efficient and Inefficient Markets

Efficient market response to “good news”

Overreaction to “good news” with reversion

Delayed response to “good news”

Reaction of Stock Price to New Information in Efficient and Inefficient Markets

- **Efficient market response to “bad news”**
- **Overreaction to “bad news” with reversion**
- **Delayed response to “bad news”**

Versions of EMH/Info-Efficiency

• **Weak-form** efficiency:
  – Prices reflect all information contained in past prices

• **Semi-strong-form** efficiency:
  – Prices reflect all publicly available information

• **Strong-form** efficiency:
  – Prices reflect all relevant information, include private (insider) information

Relationship among Three Different Information Sets

All information relevant to a stock

Information set of publicly available information

Information set of past prices

Efficient Market

• An efficient market incorporates information in security prices.

• There are three forms of the EMH:
  – Weak-Form EMH
    Security prices reflect past price data.
  – Semistrong-Form EMH
    Security prices reflect publicly available information.
  – Strong-Form EMH
    Security prices reflect all information.

• There is abundant evidence for the first two forms of the EMH.

Why Technical Analysis Fails

Investor behavior tends to eliminate any profit opportunity associated with stock price patterns.

If it were possible to make big money simply by finding “the pattern” in the stock price movements, everyone would do it and the profits would be competed away.

Evidence on Market Efficiency

- Return Predictability Studies
- Event Studies
- Performance Studies

Event Studies

• Objective
  – Examine if new (company specific) information is incorporated into the stock price in one single price jump upon public release?

Event Studies Methodology

1. Define as day “zero” the day the information is released
2. Calculate the daily returns $R_{it}$ the 30 days around day “zero”: $t = -30, -29,\ldots,-1, 0, 1,\ldots, 29, 30$
3. Calculate the daily returns $R_{mt}$ for the same days on the market (or a comparison group of firms of similar industry and risk)
4. Define Abnormal Returns (AR) as the difference $AR_{it} = R_{it} - R_{mt}$
5. Calculate Average Abnormal Returns (AAR) over all N events in the sample for all 60 reference days
   \[ AAR_t = \frac{1}{N} \sum_{i=1}^{N} AR_{it} \]
6. Cumulate the returns on the first T days to CAAR
   \[ CAAR_T = \sum_{t=-30}^{T} AAR_t \]

Event Studies Methodology

Step 1.
Define as day “zero” the day the information is released

Step 2. Calculate the daily returns $R_{it}$ the 30 days around day “zero”: $t = -30, -29, ... -1, 0, 1, ..., 29, 30$
Event Studies Methodology

Step 3.

Calculate the daily returns $R_{mt}$ for the same days on the market (or a comparison group of firms of similar industry and risk)

Event Studies Methodology

Step 4.
Define Abnormal Returns (AR) as the difference

\[ AR_{it} = R_{it} - R_{mt} \]

Event Studies Methodology

Step 5.
Calculate Average Abnormal Returns (AAR) over all N events in the sample for all 60 reference days

\[ AAR_t = \frac{1}{N} \sum_{i=1}^{N} AR_{it} \]

Step 6. Cumulate the returns on the first $T$ days to Cumulative Average Abnormal Returns (CAAR)

$$CAAR_T = \sum_{t=-30}^{T} AAR_t$$

1. Define as day “zero” the day the information is released

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Market Efficiency in Event Studies

\[ CAAR_T = \sum_{t=-30}^{T} AAR_t \]

Event Study: Earning Announcements

Event Study by Ball and Brown (1968)
Pre-announcement drift prior to earnings due to insider trading
  \[ \text{! against strong-form} \]

Post-announcement drift
  \[ \text{! against semi-strong form} \]

Event Study: Earning Announcement

Cumulative abnormal returns around earning announcements

(MacKinlay 1997)

Event Study: Stock Splits

Event Study on Stock Splits by Fama-French-Fischer-Jensen-Roll (1969)

Split is a signal of good profit

Pre-announcement drift can be due to selection bias (only good firms split) or insider trading.

! inconclusive

No post-announcement drift

! for weak form

Selection bias or Insider trading

Event Study: Take-over

Event Study: Death of CEO

Stock Price and CEO Death

Source: Johnson et al.

CEO as Founder
CEO as Non-Founder

Cumulative abnormal returns (in percentage terms)

Days after death

Evidence I: Predictabilities Studies

• Statistical variables have only low forecasting power, but
  – But some forecasting power for P/E or B/M
  – Short-run momentum and long-run reversals

• Calendar specific abnormal returns due to Monay effect, January effect etc.

• CAVEAT: Data mining: Find variables with spurious forecasting power if we search enough

Long-Run Reversals

Returns to previous 5 year’s winner-loser stocks (market adjusted returns)

Short-run Momentum

Momentum
Monthly Difference Between Winner and Loser Portfolios at Announcement Dates

Corrective wedge pattern or the start of a new trading range?

Getting Technical

Back to Buy Low, Sell High

Barron’s March 12, 2003

What Pattern Do You See?

Randomly Selected Numbers

With different patterns, you may believe that you can predict the next value in the series—even though you know it is random.

Event Studies: Dividend Omissions

Cumulative Abnormal Returns for Companies Announcing Dividend Omissions

Efficient market response to “bad news”

Days relative to announcement of dividend omission


The Record of Mutual Funds

Annual Return Performance of Different Types of U.S. Mutual Funds Relative to a Broad-Based Market Index (1963-1998)

Taken from Lubos Pastor and Robert F. Stambaugh, “Evaluating and Investing in Equity Mutual Funds,” unpublished paper, Graduate School of Business, University of Chicago (March 2000).

Weak Form Market Efficiency

- Security prices reflect all information found in past prices and volume.
- If the weak form of market efficiency holds, then technical analysis is of no value.
- Often weak-form efficiency is represented as
- \( P_t = P_{t-1} + \text{Expected return} + \text{random error}_t \)
- Since stock prices only respond to new information, which by definition arrives randomly, stock prices are said to follow a random walk.

Market Efficiency

• One group of studies of strong-form market efficiency investigates insider trading.

• A number of studies support the view that insider trading is abnormally profitable.

• Thus, strong-form efficiency does not seem to be substantiated by the evidence.

Why Doesn’t Everybody Believe the EMH?

• There are optical illusions, mirages, and apparent patterns in charts of stock market returns.
• The truth is less interesting.
• There is some evidence against market efficiency:
  – Seasonality
  – Small versus Large stocks
  – Value versus growth stocks
• The tests of market efficiency are weak.

Efficient Markets
Inefficient Markets
Behavioral Finance
References


• 沈中華、李建然 (2000)，事件研究法：財務與會計實證研究必備，華泰文化

• Ross et al. (2005), Corporate Finance, 7th Edition, McGraw–Hill


