ABSTRACT

The purpose of this study was to examine the market reaction around the day - the day the announcement of the name change the company based on the synergy of reasons. To analyze the data carried by the study procedures event manually. The period of estimation is 100 days and the event period using 11 days, before the event, time of event and after event announcement the company name change on the grounds of synergy. The population in this study are all companies that change the names and listed on the Stock Exchange the period 2010 - 2015. The research sample was the announcement of the name change on the grounds of corporate synergy. T test results showed the reaction to the announcement of the name change the company based on the synergy of reasons.

Keywords: announcement of the name change, abnormal return, market model, event study.