

Applied Economic Research Laboratory



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Research area:

- Applied economics, finance, accounting, marketing, etc.
- We often investigate the effect of specific events on financial markets. The events include corporate scandals (accounting fraud, nuclear accident, Internet flaming, etc.), changes in institutional environment (IFRS adoption, introduction of internal control reporting system, etc.), and strategic investment (M&A, sport sponsorship, CSR, etc.).

Selected publications

- Hino & Takeda. 2020. Market Reaction to Sport Sponsorship Announcements: Comparison between Sponsors and Their Rivals. forthcoming in *Sport Management Review*.
- Adachi, Masuda, & Takeda. 2017. Google Search Intensity and Its Relationship to the Returns and Liquidity of Japanese Startup Stocks. *Pacific-Basin Finance Journal*.
- Kawashima & Takeda. 2012. The Effect of the Fukushima Nuclear Accident on Stock Prices of Electric Power Utilities. *Energy Economics*.
- Takeda & Tomozawa. 2008. A Change in Market Responses to the Environmental Management Ranking in Japan. *Ecological Economics*.

Placement outcomes (2007-2019)

- McKinsey & Co., Goldman Sachs, Citi Group, Bank of America Merrill Lynch, UBS, Barclays Capital, MUFJ Bank, Mizuho Bank, Mizuho Securities, SMBC Nikko Securities, Nomura Securities, Cabinet Office, Nomura Research Institutes, ipet Insurance, Deloitte Touche Tormatsu, Dentsu, es Networks Co., Cross Core & Company

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