



International Journal of Strategic Communication >

Volume 1, 2007 - <u>Issue 3</u>

18430ViewsCrossRef citations to dateAltmetric

Original Articles

Using Wave Theory to Maximize Retail Investor Media Communications

Ernest F. Martin Jr. 💟

Pages 191-206 | Published online: 05 Dec 2007

Gite this article Attps://doi.org/10.1080/15531180701434819



Abstract

When corporations increase media coverage during a retail investor stock market wave, there is a significant increase in the power of the wave. The study tests the performance of 50 stocks using wave theory to select appropriate investor waves and Kaplan-Meier survival analysis to determine the impact of increased media coverage and illustrates the strategic use of investor relations in achieving corporate financial goals.

Related research 🤨

People also read

Recommended articles

Q

Information for	Open access
Authors	Overview
R&D professionals	Open journals
Editors	Open Select
Librarians	Dove Medical Press
Societies	F1000Research
Opportunities	Help and information
Reprints and e-prints	Help and contact
Advertising solutions	Newsroom
Accelerated publication	All journals
Corporate access solutions	Books

Keep up to date

Register to receive personalised research and resources by email





Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions



Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG

Taylor & Francis Group an informa business