

# 1 A Study on Stock Split Announcements and its Impact on Stock 2 Prices in Colombo Stock Exchange (CSE) of Sri Lanka

3 Skanthavarathar Ramesh<sup>1</sup> and Ramesh<sup>2</sup>

4 <sup>1</sup> Huazhong University of Science and Technology

5 Received: 10 December 2012 Accepted: 31 December 2012 Published: 15 January 2013

6

---

## 7 **Abstract**

8 In Sri Lanka, there is not much evidence linked to stock split announcements and stock prices  
9 behaviour available to investors. This study, scrutinizes the stock price response to stock split  
10 declaration and a test of market efficiency in Colombo Stock exchange (CSE) by using a  
11 sample of 64 events (52 companies) from 14 different sectors of the emerging market during  
12 the period 2009 to 2012. Standard event study methodology is employed to find the results.  
13 The empirical results show that average abnormal return (1.46

14

---

15 **Index terms**— average abnormal returns, cumulative average abnormal returns event study, market efficiency  
16 and stock split.

## 17 **1 Introduction**

18 In any country, capital market is an important body in contributing to economic development. It has traditionally  
19 been viewed as an indicator or predictor of the economy. Colombo Stock Exchange (CSE) plays a major role  
20 in contributing much towards economic development in Sri Lanka. The CSE is the organization responsible for  
21 the operation of the stock market in Sri Lanka. CSE is an important emerging market of the region among the  
22 developing countries. It is recorded by the Fortune Magazine that "the CSE was named the second best emerging  
23 market in Asia". The CSE has 15 stock broking firms. Presently 287 companies are listed on the CSE; most  
24 companies' stocks do not frequently trade, representing twenty (20) business sectors with a market capitalization  
25 of 2167.6 billion rupees (over US\$ 17.3 billion) as at 31 st December 2012, which corresponds to approximately  
26 29% of the Gross Domestic Product of the country.

27 Market capitalization of listed companies gradually increased from during the period of year 2009 to year 2012.  
28 It was Rs.1092 Bn in 2009 and moved up to Rs.2167.6 Bn in year 2012. Daily average turnover increased from  
29 Rs593.6 Mn in year 2009 to Rs. 884 Mn in year 2012. However, the CSE is concentrated, in those two main  
30 price indices such as All Share Price Index (ASPI) and Milanga Price Index (MPI). ASPI is used to measure  
31 the movement of share prices in all listed companies. MPI is used to measure the movement of share prices of  
32 25 selected companies. These Companies have been selected on the basis of liquidity and market capitalization.  
33 With effect from 1 January 2013, the MPI was replaced by a newly introduced index, namely, S&P SL20 index.  
34 The S&P SL 20 index, which was introduced on 27 June 2012 to meet investors' demand for a transparent and  
35 a rule based benchmark.

36 CSE seems to be emerging trend in Sri Lanka. The peace process relatively stabilized political environment,  
37 foreign aid, low interest rate scenario, improved economic fundamentals and the increased profitability of listed  
38 companies had a positive impact on the performance of the CSE. Many believe (CSE Fact Book, 2005) that  
39 a decrease in stock prices signals a slowdown in the economy, whereas an increase in stock prices is evidence  
40 for economic growth. Stock split announcements have always been very common phenomena among firms and  
41 continue to be one of the least understood topics in finance. Stock split announcements were rare at CSE  
42 before the new Companies Act implemented in 2007 in Sri Lanka. The Study on the impact of stock splits  
43 announcement on stock returns has become more important as the number of listed companies announcing stock  
44 splits has increased. After implementing the new companies Act No.07 of 2007, stock split events were 69 during  
45 the period from 2008 to 2012.

### 3 LITERATURE REVIEW

---

46 The relationship between stock splits and stock return has been an interesting topic for researchers. It is  
47 evident from the theoretical perspectives that while a stock split announcement increases the number of shares  
48 of a company, it decreases the price per share. A stock split usually takes place after an increase in the price of  
49 the stock, and it carries a positive stock price reaction (Carlos and Frank, 2009). However, stock splits usually  
50 increase stock prices with announcement (Gunnathilaka and Kongahawatte, 2011). Financial economists have  
51 sought to understand why markets react to stock splits, since a stock split appears to be merely a cosmetic  
52 transaction that increases the number of shares outstanding. In a stock split, shareholders do not receive any  
53 tangible benefit; it is nothing more than an adjustment to the quantity of shares. Does it impact share return?  
54 Why do companies split shares if otherwise?

55 Researchers around the world have studied some of these impacts and these studies are known as 'event studies'.  
56 Event studies focus on the impact of various announcements like bonus issue, right issue, stock splits, earnings,  
57 dividends, mergers and acquisitions, stock repurchases, etc. Initially, event studies were undertaken to examine  
58 whether markets were efficient, in particular, how fast the information was incorporated in share price.

59 Therefore, the objective of this study is to analyze the extent to which a company's stock price would reflect  
60 the announcements of stock split according to the semi strong form efficiency which states that stock prices  
61 react so fast to all public information and that no investor can earn an abnormal return after the announcement  
62 is made. Information is key to the determination of the share prices and the key issue of the efficient capital  
63 market (Keane, 1986). An efficient market is one where the stock prices can quickly and fully reflect all available  
64 information about the assets. According to Fox and Opong (1999) an efficient market is one in which prices  
65 fully reflect available information. An implication of a semi -strong efficient market is that, no abnormal returns  
66 can be made from this information because adjustments had already been done in the stock price. The market  
67 has already been adjusted; therefore, the only way to outperform the market in this case would be using inside  
68 information.

## 69 2 II.

### 70 3 Literature Review

71 Splits usually result in high market valuations, study done by ??ama(1970) found that there is no evidence of  
72 abnormal return after the release of public information. They concluded that the market assimilates and takes  
73 into consideration public information very fast, within 5 to 15 minutes after the disclosure. This supports the  
74 idea that an investor acting on public information will not earn abnormal return. When this happens the market  
75 is said to be semi-strong form efficient. Grinblatt, Masulis and Titman (1984) indicated stock prices, on average,  
76 react positively to stock dividend and stock split announcements. Managers decide to split their stocks in order  
77 to lower the price of the stock and thereby attract more investors. As argued by Amihud and Mendelson [1986,  
78 as cited in Gunnathilaka et al. (2011)], the greater the liquidity of an asset, greater its value. Hence, firms may  
79 engage in liquidity-increasing policies to mitigate the cost and risk of liquidity. Stock split performs a signaling  
80 function of the firms' liquidityimprovement policy. ??rennan and Copeland (1988) signaling model implies a  
81 positive relationship between stock splits and abnormal return.

82 Desai, Nimalendran and Venkataraman(1994) examined changes in trading activity around stock splits, and  
83 their effect on the volatility and the adverse information component of the bid ask spread. They found a significant  
84 increase in the volatility after the split. Abeyaratna, Bandara and Colombe (1999) examined the semi-strong  
85 form efficiency of the CSE using Granger causality test and a modified version of the market model on weekly  
86 indices of fourteen sectors for the period January 1993 to December 1997. Only three sectors (i.e., bank, finance  
87 and insurance; hotels and travels and manufacturing) are found to be semi-strong form efficient. A majority of  
88 the sectors lag the market indicating the possibility of predicting market movements of the EMH.

89 Wulff (2002) investigated the market reaction to stock splits, using a set of German firms. Similar to the  
90 findings in the U.S., he found significant positive abnormal returns around both the announcement and the  
91 execution day of German stock splits and observed an increase in return variance and in liquidity after the ex-  
92 day. Dhar, Goetzmann, Shepherd and Ning Zhu (2004) studied the trades of individual and professional investors  
93 around stock splits and found that splits bring about a significant shift in investor clientele. They found that a  
94 higher fraction of post-split trades are made by less sophisticated investors, as individual investors increase and  
95 professional investors reduce their aggregate buying activity following stock splits.

96 Huang, Liano and Pan(2005) using a sample of 2,335 stock splits over the 1963-1999 period, the split  
97 announcement year has the highest operating performance change and the operating performance change declines  
98 substantially over the subsequent four years. They also identified a negative relation between the stock split  
99 announcement effect and the operating performance during the four-year period following the announcement.  
100 Carlos et al (2009) found that the firms' public stock split announcements did not affect stock price on the  
101 announcement day. Results support the semi-strong form efficient market hypothesis since stock prices adjust so  
102 fast to public information that no investor can earn abnormal return by trading on the announcement day. plit  
103 which n ad ce the a Devos, Elliott and Warr(2010) provided evidence that the decision to split a firm's stock is  
104 related to CEO incentives. CEOs that have option-based compensation are more likely to split their stock, and  
105 the degree of option convexity is a significant indicator of the magnitude of the split. To quantify CEO incentives,  
106 they use the delta and vega of the compensation package and find that higher delta and vega compensation is

107 associated with a higher propensity to undertake a stock split. Gunnathilaka et al (2011) examined stock splits in  
108 Sri Lanka. Stock split announcements create significant positive market reaction and the sharp -adjustments in  
109 the stock prices on the day of announcement. It suggests that the market is informationally efficient. The stock's  
110 trading volume is improved significantly with the split announcement Lei and Shrestha ( -) Pointed out that three  
111 main theories are proposed to explain why firms split their stocks. They are liquidity, signaling, and optimal  
112 tick size theories. Liquidity theory is not supported except for the reverse split. The optimal tick size theory  
113 is also not supported for both the forward split and reverse split. Only the signaling theory is fully supported.  
114 Fernando, Krishnamurthy and Spindt ( -) find that splitting funds experience significant increases (relative to  
115 non-splitting matched funds) in net assets and shareholders. Stock splits do appear to enhance marketability.

## 116 4 III.

### 117 5 Data and Methodology a) Sampling Design

118 For the purpose of measuring the stock split events on the share prices, an overall sample sixty four events (52  
119 companies) listed in the CSE is selected which covers during the period of 2009 to 2012 which were selected by  
120 using judgmental sampling. This choice of the sample period is governed by the availability of data. Reasonable  
121 care has been exercised in order to select a large sample to derive more valid findings. The final selection criterion  
122 is the availability daily closing price and daily all share price index (ASPI) data in a manner that is necessary  
123 for the application of the 'event study method'. Daily closing price should be available for at least 150 days out  
124 of the total period of 161 days that include the 150 days estimation period (-11, -150) and the window period 21  
125 days. Therefore, to be precise on testing the market efficiency, this study considers daily data which is important  
126 to measure the impact of the stock split announcements using the smallest feasible interval. Therefore, the table  
127 1 reports the stock splits by split ratio for the sample period 2009-2012. One company offered seventy new shares  
128 for one (70:1) existing share, the highest split ratio in the sample. The second highest split factor was 35-for-1,  
129 and the lowest split ratios was 3:4. In the present study, we used only secondary data which is the CSE's C-D.  
130 The study computes daily returns for individual securities on the basis of daily closing stock prices and its stock  
131 split announcement date. In cases where price for the non-traded on a given date, the following traded price is  
132 taken as the price for the non-trading date. The market return is calculated as the change in the daily All Share  
133 Price Index' (ASPI), which is the value-weighted price index of the entire share listed in the CSE.

### 134 6 c) Mode of Analyzes

135 This study uses the 'Standard Event Study Method' ??Brown & Warner,1980,1985) to estimate the abnormal  
136 returns (AR), average abnormal returns (AARs) and cumulative average abnormal returns (CAARs) around  
137 stock split announcement (the eventday). In this study, researcher has taken 21 days around the event (stock  
138 split event date -day "0"), and study has designated -10,-9,-8 ???..., -1 as the 10 days prior to the event, 0 as the  
139 event day, and +1, +2, +3????..., +10 days after the event and AARs and CAARs were computed for 21 days  
140 surrounding (lead and lag 10 days) the event-day.

141 From below the market model, present study computes the alpha and beta coefficient in respect of each event  
142 over the estimation period. In our case, we use an estimation period of size 150 days ??-11, -161). This market  
143 model is estimated through regression analysis.

144 The following market model is used:

145 Where,  $R_{it}$  = the rate of return on stock 'i' on day 't',  $R_{mt}$  = the rate of return on the market on day 't',  $\alpha_i$   
146 = the intercept term (alpha coefficient) of security  $i$ ,  $R_{it} = \alpha_i + \beta_i R_{mt} + e_{it}$  ??.

147 (1)  $R_{it}$  is the time  $t$  return on security  $i$ , calculated as

148 Where,  $P_{it}$  is the market closing price per share  $i$  on day  $t$ .

149  $P_{it-1}$  is the market closing price per share  $i$  on day  $t-1$   $R_{mt}$  is the time  $t$  return on the CSE all-share price  
150 index calculated as

151 Where,

152  $I_{it}$  is the all-share price index on day  $t$ .

153  $I_{t-1}$  is the all-share index on day  $t-1$ .

154 Where,  $E(R_{it})$  = expected return of stock  $i$  on day  $t$  in the window period,  $I$  = estimate the market model  
155 intercept (alpha) of stock  $i$ , and  $\alpha_i$  = the estimated market model beta of stock  $i$ .

156 Compute the AR for each firm included in the sample for each of the days being studied. AR is the difference  
157 between the realize rate of return and the expected rate of return. The ARs are computed using the following  
158 model.

159 Where,  $AR_{it}$  = abnormal return of stock  $i$  on day  $t$ , and  $R_{it}$  = the rate of actual return of stock  $i$  on day  $t$   
160 in the window period.

161 After computation of abnormal return, we compute the average abnormal return (AARs) for each event date  
162 is calculated as simple average of abnormal returns for each day across the sample.

163 Where,  $AAR_t$  = average abnormal return for day  $t$  in the window period, and  $N$  = number of events in the  
164 sample. The statistical significance of  $t$  AAR is measured through the student  $t$  statistic as specified below.

165 Finally, we calculate the cumulative average abnormal returns (CAAR $i$ ) which are the sum of the individual  
166 average abnormal returns over the period of time. The cumulative average abnormal returns (

## 8 A) HYPOTHESES

---

167 ) for a given period is determined as follows,

168 Where,  $AR_{it}$  = abnormal return of stock  $i$  on day  $t$ , and  $R_{it}$  = the rate of actual return of stock  $i$  on day  $t$   
169 in the window period.

170 IV.

## 171 7 Empirical Results

172 We present descriptive statistics for each of the sector stocks returns in our sample. The mean (Mean), standard  
173 deviation (StDev), minimum (Min), maximum (Max) and skewness (Skew) were calculated for each of the 52  
174 companies' stocks over the 4-year period and are reported in table 2. The returns for 9 sectors stocks showed  
175 positive skewness, an indication that the return distributions of the stocks in our sample have a 67% (NSSA-43)  
176 of being positive. The positive skewed companies would be more attractive for investors to invest in future.

177  $E(R_{it}) = ?_i + ?_i R_{mt}$  ?(2)

178  $AR_{it} = R_{it} - E(R_{it}) \dots AAR_t = ? = N_i N 1 1 AR_{it} \dots$  (3) ( ) (  $t t t AAR AAR AAR T ? =$   
179  $\dots$  (4) ? = =  $T_i t T AAR CAAR 1 \dots$  (5)

180 Expected rate of return for each event is determined by using the estimates of alpha and beta in respect of  
181 each event as follows.

## 182 8 a) Hypotheses

183 This study is conducted with the following hypotheses. The values of AARs presented in table 3 shows that they  
184 are fluctuating returns both positive and negative returns around the event day. These are positive on 30 percent  
185 (3days) before and 10 percent (1 day) after the event day. It is negative on 70 percent (7 days) before and 90  
186 percent (9 days) after the event day. During the 21 days selected for the study, the AARs are negative for more  
187 number of days than they are positive both pre and post the event day. Therefore, the trend indicates that it is  
188 possible to earn negative returns on most majorities of the days around the event day. The number of positive  
189 versus negative sign is 33:31 on the event day and 20:44 on day 1.

190 The level of significance is used 5% and 10%. In this study, the AARs is significantly lower during pre-split  
191 period except day "-8" which is statistically significant at 10 % level. This significant AARs of - indicates  
192 significance for the investigation period ( $t = -10$  to  $+10$ ). The number of events with positive and negative  
193 abnormal returns in each day is summarized under the column plus: minus sign.

194 Table 3, presents the daily percentage average abnormal returns (AARs %), daily percentage cumulative  
195 average abnormal returns (CAARs %) and T value of AARs % of the 21 days window period. T (AARs) leakage  
196 of the information (Insider information directors, senior officers or major shareholders). This may be information  
197 of stock split declaration leaks out to the market before the announcement made by the companies. We also find  
198 magnitude of the share price reaction of AARs on day 0 is positive of 1.46 %, this is statistically significant at 5%  
199 level. This implies that the market absorbs very quickly the favorable signal released by the announcement of the  
200 stock split made by the companies. Therefore, this evidence suggests that on the stock split announcement day  
201 0 provide stronger signal to the market than other days. This is clearly shown that stock split announcements  
202 provide stronger significant positive information to the firms. Results here support the first hypothesis H 1 :  
203 Stock split announcements have significant impacts on the share prices of the stock traded on CSE. Therefore,  
204 the H 1 is accepted. Surprisingly, the largest significant negative AARs of -1.63% is found on day +1, which refers  
205 to the first day after the announcement is made due to bad signal in the market. It is statistically significant at  
206 5 % level. This means that the return is negative on average during the immediate day after the event day at  
207 95% of the chance.

208 Evidence depicts the CAARs during the (-10, -1) period is -3.1% and the CAARs for the (0, +10) period is  
209 -6 %. Finally it is -2% over the window period of 21 days. These negative CAARs during the widow period  
210 disclosures recommend that stock split announcement do convey information which market uses in revising their  
211 stock prices. This speed response has the potential of generating negative AARs based on publicly available  
212 information, which runs counter to the semi-strong efficient market hypothesis. This quick responsiveness may  
213 be attributed to a fast in disseminating the stock split information to market participants. It may be a result  
214 of the efficiency of the information dissemination process. Under semi-strong efficient market, nobody would be  
215 able to earn abnormal returns using the available information. Semi-strong form tests are the test of the speed  
216 of the price adjustments to publicly available information. This similar evidence can be found in stock price  
217 reaction to stock split, Fama, Fisher, Jensen and Roll.(1969) found that there was considerable market reaction  
218 prior to the stock split announcement and the CAARs tapered off after the event day. They concluded that the  
219 market is efficient in the semi-strong form. The investors cannot earn abnormal returns by trading in the stocks  
220 after the stock split announcements. Results here confirm the second hypothesis H 2 : Colombo Stock Exchange  
221 (CSE) is a semistrong form efficient market for the sample companies within the study period. Therefore the H  
222 is accepted. Figure 1 shows that the value of AARs and CAARs has minor fluctuating yield that is both positive  
223 and negative before and after the event day. This is clear that positive significant AARs and CAARs are earned  
224 on the day of the split announcement. It is confirmed that the market perceives stock split announcement as  
225 good information about the future of the firm. This also confirms our hypotheses. V.

---

## 226 9 Discussion

227 To test the impact of stock split announcements on stock prices by examining the sample of 64 events from 52  
228 companies in different sectors of emerging market of the Colombo Stock Exchange (CSE) during the period 2009  
229 to 2012. The results of the study show that there is dominant pattern in negative average abnormal returns  
230 (AARs) around the window period. However, AARs of 1.46% are statistically significant ( $t = 2.119$ ) at 5% level  
231 on the announcement date. Therefore, there is a positive quick market response to announcements on the event  
232 day. The empirical results of this study are consistent with many theoretical models suggest that announcement  
233 of stock split convey favourable information about future operating performance of the companies. The findings  
234 of the market reaction to stock split announcement support the informational content of the stock split which  
235 promulgates the manager's assessment of future potential growth of the firm.

236 The cumulative average abnormal returns for the (0, +10) period is -6%. This quick response to the split  
237 announcements of the sample companies is potentially due to the relatively higher liquidity of stocks. It indicates  
238 that there seem to be significant imperfections in the process of generation and transmission of information in  
239 addition to the timing of the response being influenced by the liquidity of stock trading. Further, the result of  
240 the study shows evidence for an prospects and it confirms that in signaling hypothesis. This finding is consistent  
241 with work of Gunnathilaka and Kongahawatte, (2011) on stock price behaviour of CSE in Sri Lanka.

242 This study support the semi-strong form of efficient market hypothesis, it is inconsistent with work of Dissa  
243 Bandara,D.B.P.H.and Perera,K,D,I(2011). They studied the impact of dividend announcements of CSE in Sri  
244 Lanka. On the other hand, the study of P. Samarakoon (2005) in Colombo Stock Exchange of Sri Lanka  
245 reveals that results also confirmed that the Sri Lankan Stock market is indeed predictable and inefficient in the  
246 sense of weak -form market efficiency. The result found here contrast with the finding on semistrong form of  
247 efficient market hypothesis. Furthermore, G.Abeysinghe, W.M.Guneratne Bandara and S.R.N.Colombage (1999)  
248 in Colombo Stock Exchange of Sri Lanka tested the semi -strong version of efficient market hypothesis. The  
249 study indicates that the majority of the sectors (11 out of 14 sectors) are not a semistrong form of efficient  
250 market which had not independent relationship with the market. This finding also contradicts semi-strong form  
251 of efficient market hypothesis.

## 252 10 VI.

## 253 11 Conclusion

254 The study examined stock split announcements in Sri Lanka, in particular whether or not announcements of  
255 stock splits impact on stock price movement and then test semi strong form efficiency holds for the emerging  
256 market of Colombo Stock Exchange (CSE) in Sri Lanka. This study addresses how and when does the Sri Lankan  
257 stock market respond to announcement of stock splits? This issue is investigated using the standard event study  
258 methodology.

259 The study finds significant market reactions on the split announcement day. The information of the split is  
260 absorbed by the market on the event day (Day "0"), indicating information efficiency. It is evident from the Th  
261 S increase in the liquidity of the stock after the ex -split days. It confirms liquidity hypothesis. The quick and  
262 speed adjustment of price in the post split period to information implies that the market is informational efficient.  
263 This is support with informational dissemination process. The dissemination of information is fundamental to  
264 get better investment decisions by academicians, practitioners, policy makers and investors for making suitable  
265 policy formulations for their companies.

266 In Sri Lanka, there is less evidence documented than developed and other developing market related to stock  
267 split announcements and stock price behaviour in CSE. The sample size was very low, so that the results of the  
268 study were only indicative. The market response on stock split announcements is significant which shows split  
269 do signal good information to the market's future empirical results of the event day that provide statistically  
270 significant at 5% level. The shareholders are able to earn positive AARs of 1.46% to the split announcement  
271 day. They obtain positive AARs 24% of the days (16 days) and negative AARs 76% of the days (5 days)  
272 surround the 21 days window period. This indicates that most of the days earned negative AARs around the  
273 event day. There is an evidence of a negative anticipatory effect (CAARs = -3.1%) during the pre announcement  
274 period (-10,-1) and also large negative CAARs (-6%) is observed during the post announcement period of (0,  
275 10) due to investors adjustment quickly to the information and a less amount of time passes before the prices  
276 fully incorporates relevant information in split announcement. This speed response has the potential of negative  
277 generating abnormal returns based on publicly available information, which runs counter to the semi strong  
278 efficient market hypothesis. Above findings reveal that average abnormal returns are positive significant to the  
279 stock split announcement day and sample companies of Colombo Stock Exchange is a semi strong form efficient  
280 market. However, capital market efficiency not only depends on information such as historical price, public and  
281 private information but also on the implementation of the existing rules and regulations of the stock market and  
282 administrative efficiency of the same.

283 There are fewer attempts taken to study of stock split announcement and impact on stock prices in Sri Lankan  
284 context. The future research could be extended on this phenomenon for different sectors and comparison for effect  
285 of bonus issue and cash dividend announcement. Also this study could be further expanded in other areas like  
286 right issue, earnings, mergers and acquisitions, stock repurchases and their impact on stock prices. Furthermore,

287 a study can be conducted to extend this study too, since this study considers only a limited number of variables.  
 288 It is obvious that economic, political variables and trading frequency may important for determinations of stock  
 289 prices.

290 12 ( )



Figure 1:

Split Ratio	Announcement				Number of Splits	Total Events
	2012	2011	2010	2009		
Ten-for-One	1		4		8	2 15
Two-for-One	1		11		7	1 20
Five-for-One	-		5		5	- 10
Three-for-Two	-		2		3	- 05
Others	2		5		7	14
Entire Sample	4		27		30	3 64
b) Data Source						

Figure 2: Table 1 :

---

## 2

A Study on Stock Split Announcements and Its Impact on Stock Prices in Colombo Stock Exchange  
Sri Lanka  
 $= (P_{it} - P_{it-1}) / P_{it-1}$  ? (1.1)  
 $= (I_{it} - I_{it-1}) / I_{it-1}$ ? (1.2)

2013

ear

Y

Volume XIII

Issue VI Version

Version I

( ) C

Global Journal of Management and Business Research

Sector	Companies					Skew	NSSA
	Samp	Mean(%)	St.Dev	Min (%)	Max (%)		
Banks, Finance and Insurance	14	-0.3552	0.7165	-1.4800	1.3002	0.8102	19
Hotels and Travels	07	-0.4202	1.4752	-4.3859	2.3966	-0.7752	09
Manufacturing	06	-0.5960	1.1650	-2.9976	2.4063	0.6266	07
Beverage, Food and Beverage	02	0.2049	3.7049	-5.3927	9.6629	0.8815	02

[Note: T CAAR © 2013 Global Journals Inc. (US)]

Figure 3: Table 2 :

Tobacco Chemicals and	01	-1.1810	3.4450	- 7.2421	7.3963	0.6992 02
Pharmaceuticals Trading	03	-0.7301	2.8135	- 3.9823	4.8072	0.8513 03
Health Care	02	0.12831	2.13019	- 4.0586	5.1095	0.2783802
Land and Property	01	1.2516	4.0075	- 4.4444	10.6219	1.1477 01
Information	01	-1.7101	3.05314	- 8.8273	3.5647	- 01 0.7065
Technology Services	01	-0.0080	1.4051	- 3.1425	2.4162	- 02 0.1880
Diversified Holdings	06	-0.8210	1.8126	- 3.8646	3.4741	0.6364 06
Investment Trust	03	-1.0756	1.9893	- 5.8545	3.2945	- 04 0.0386
Power and Energy	01	0.4974	3.8569	- 6.7198	8.8464	0.3476 01
Plantations	04	-0.4995	2.0089	- 6.8652	3.2363	- 05 1.3946
Note : 'Event Date		AARs %	CAARs %	T(ARs)	Sig.	+ : -Sign
	-10	0.05	0.05	0.072		31:33
	-9	0.47	0.51	0.678		25:39
	-8	-1.26	-0.80	-1.840	*	16:48
	-7	-0.60	-1.86	-0.867		21:43
	-6	-0.25	-0.84	-0.362		23:41
	-5	-0.78	-1.03	-1.136		20:44
	-4	-0.65	-1.43	-0.942		27:37
	-3	-0.10	-0.75	-0.150		23:41
	-2	0.32	0.22	0.470		33:31
	-1	-0.32	0.01	-0.460		33:31
	0	1.46	1.14	2.119	**	33:31
	1	-1.63	-0.17	-2.370	**	20:44
	2	0.17	-1.46	0.245		27:37
	3	-0.53	-0.36	-0.771		24:40
	4	-0.72	-1.25	-1.046		25:39
	5	-1.10	-1.81	-1.594		20:44
	6	-0.24	-1.33	-0.348		27:37
	7	-0.74	-0.98	-1.076		23:41
	8	-1.04	-1.78	-1.515		18:46
	9	-1.06	-2.10	-1.539		19:45
	10	-0.53	-1.59	-0.773		22:42
			** Significant at 5 %			
			* Significant at 10%			

Figure 4: Table 3 :

2013  
ear  
Y  
— 0 \* -31:33 25

78 78 -1.03 1.03 - ( ) C  
 0.65 5 -  
 1025 —0.17 . -0 0.01 -0 Global Journal of  
 6 -0.53 - 1.14 -0. Management and  
 0.7 Business Research  
 © 2013 Global Journals  
 Inc. (US)

Figure 5:

4

Direction	Number of Events	Percentage of Events
Positive	33	52%
Negative	31	48%
Total Events	64	100

Figure 6: Table 4 :

				10	
				10	
			-	-10	0.0
			31-	-	0
			-	-10	
		and			
			21	21-	-10
				1	
		nance and			
			20	0-MAY	
				16	
		0000			
		OD-N-			
		0000			
		0000			
			Ho		
		N-00			
		Tea			
27	Ceylon Guardian		Investment Trust		
	Inv	GUAR-N-		22-NOV-10	
		0000			0.067851
28			Banks, Finance		
			and		
	Lanka Orix Leasing	LOLC-N-0000	Insurance	22-NOV-10	
					0.006327
					-
					0.12693
20	Aitken	Spence	Hotels and Travel		
	Hotel	AHUN-N-		26-NOV-10	
		0000			0.006435
30	Nawaloka		Health Care		
	Hospitals	NHL-N-		29-NOV-10	
		0000			0.002443
					0.112295

Figure 7:

---

291 Appendix 1 reports 3 events and their respective alphas and betas for the study period ??009  
292 [Journal] , Sri Journa .  
293 [Emenuga ()] *An Econometric Analysis of the Relationship between Money Supply and Stock Prices in Nigeria*,  
294 C Emenuga . 1989. Department of Economics, University of Ibadan (unpublished MSc Thesis)  
295 [Osei ()] *Analysis of Factors Affecting the Development of an Emerging Capital Market: The Case of the Ghana*  
296 *Stock Market*, K A Osei . 1998. (African Economic Research Consortium Research Paper 76)  
297 [Shelina and Misir ()] *Capital Market Efficiency: Evidence from the Emerging Capital*, A Shelina , A Misir .  
298 2006.  
299 [Desai et al. ()] 'Changes in Trading Activity Following Stock Splits and Their Effect on Volatility and the  
300 Adverse Information Component of the Bid-Ask spread'. A Desai , M Nimalendran , S Venkataraman .  
301 *Rutgers University Conference on Recent Developments in Asset Pricing and Optimal Trading Strategies*,  
302 1994.  
303 [Devos et al. ()] E Devos , W Elliott , B , Richard S Warr , R , S . *The Role of CEO Compensation in Stock*  
304 *Splits*, 2010.  
305 [Bandara and Lalith ()] 'Dividend Announcements, Firm Size and Dividend Growth in the Sri Lankan Stock  
306 Market'. Dissa Bandara , D B P H Lalith , SP . *Sri Lankan Journal of Management* 2002. 7. (3 & 4)  
307 [Samarakoon ()] 'Efficiency of the Sri Lankan Stock Market'. L P Samarakoon . *Sri Lankan Journals of Business*  
308 *Economics* 2005.  
309 [Equity Market, Annual ()] *Equity Market, Annual*, 2012. p . Central Bank of Sri Lanka. (Report)  
310 [Huang et al. ()] G Huang , C Liano , K Pan , M , S . *The Information Content of Stock Splits*, 2005.  
311 [Mehndiratta and Gupta ()] 'Impact of Dividend Announcement on Stock Prices'. N Mehndiratta , S Gupta .  
312 *International Journal of Information Technology and Knowledge Management* 2010. 2 (2) p .  
313 [Abeyratna et al. ()] 'Lead-Lag Relationships in Stock Returns: A test of market efficiency in Sri Lanka'. G  
314 Abeyratna , W Bandara , M , G Colombage , SR N . *Sri Lankan Journal of Management* 1999. p. 4.  
315 [Lei and Shrestha] Z Lei , K Shrestha . *A New Study on the Impacts of Stock Split*,  
316 [Brown and Warner ()] 'Measuring Security Price Performance'. S Brown , J Warner . *Journal of Financial*  
317 *Economics* 1980. 8 p .  
318 [Malliarjunappa ()] 'Stock Price Reaction to Dividend Announcement'. T Malliarjunappa . *International Con-*  
319 *ference on Management of AIMS*, 2003. p .  
320 [Gunnathilaka and Kongahawatte ()] 'Stocks Splits in Sri Lanka: Valuation Effects and Market Liquidity'. C  
321 Gunnathilaka , S Kongahawatte . *8th International conference on Business Management*, 2011. p .  
322 [Fama et al. ()] 'The Adjustment of Stock Prices to New Information'. E Fama , L Fisher , M Jensen , R Roll .  
323 *International economic Review* 1969. 20 (2) p .  
324 [Keane ()] 'The Efficient Capital Market Hypothesis on Trial'. S Keane . *Financial Analyst Journal* 1986. p .  
325 [Fox and Opong ()] 'The Impact of Board Changes on Shareholders' Wealth: Some UK Evidence'. A F Fox , K  
326 K Opong . *Corporate Governance An International Review* 1999. 7 p .  
327 [Bandara and Perera ()] *The Impact of Dividend Announcements: Reconciliation of Sri Lankan Evidence over*  
328 *the Last Two Decades*, Dissa Bandara , D B P H Perera , K , D , I . 2011. p . (8 th International conference  
329 on Business Management)  
330 [Carlos and Frank ()] 'The impact of Stock Split Announcements on Stock Price: A Test of Market Efficiency'.  
331 G Carlos , A Frank , B , W . *ASBBS Annual Conference*, 2009. 16.  
332 [Matome ()] 'The Price Discovery Process of the Namibian Stock Exchange and the Informational Content of  
333 the Share Index'. T T Matome . *Savings and Development* 1998. (3) . (XXII)  
334 [Grinblatt et al. ()] 'The Valuation Effects of Stock Splits and Stock Dividends'. M Grinblatt , S Masulis , R ,  
335 W Titman , S . *Journal of Financial Economics* 1984. 13 p .  
336 [Brown and Warner ()] 'Using Daily Stock Returns: The Case of Event Studies'. S Brown , J Warner . *Journal*  
337 *of Financial Economics* 1985. 14 p .