ABSTRACT
With the downturn in the global market environment, many enterprises in investment cooperation in strategic alliances have faced collapse. Despite investment losses in the collapse of large enterprises, SMEs still have living space for its development, for the rise of new enterprises, especially high-tech industry, but also have professional and technical advantages of the industry itself or unique technology event marketing to develop into international new ventures in the early days. In this study, through the GARCH mode in the event study method, used to test Emerging turn the statistics of the OTC-listed company's share price, to explore whether it will be the stock price abnormal returns, and take this event to observe whether driven enterprise development international new ventures marketing methods. In this study, samples were collected in the GTSM, and statistical software test industry shares in February to July 2012 daily data using the TEJ. Found through the empirical analysis of time series, Emerging turn the OTC event declared before the legal description, press releases, new marketing methods, foundry technology, and important milestones, indeed have significant abnormal returns.

Keywords : Abnormal return, International new venture, Strategic alliance, Event Study
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