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Content Analysis of News-based Organizational Events

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Competitive Action

- “...an externally directed, specific, and observable competitive move initiated by a firm to enhance its relative competitive position”

Chen (1988)

Smith, Grimm, Gannon & Chen (1991)

Ferrier, Smith & Grimm (1999)

Yu & Cannella (2007)

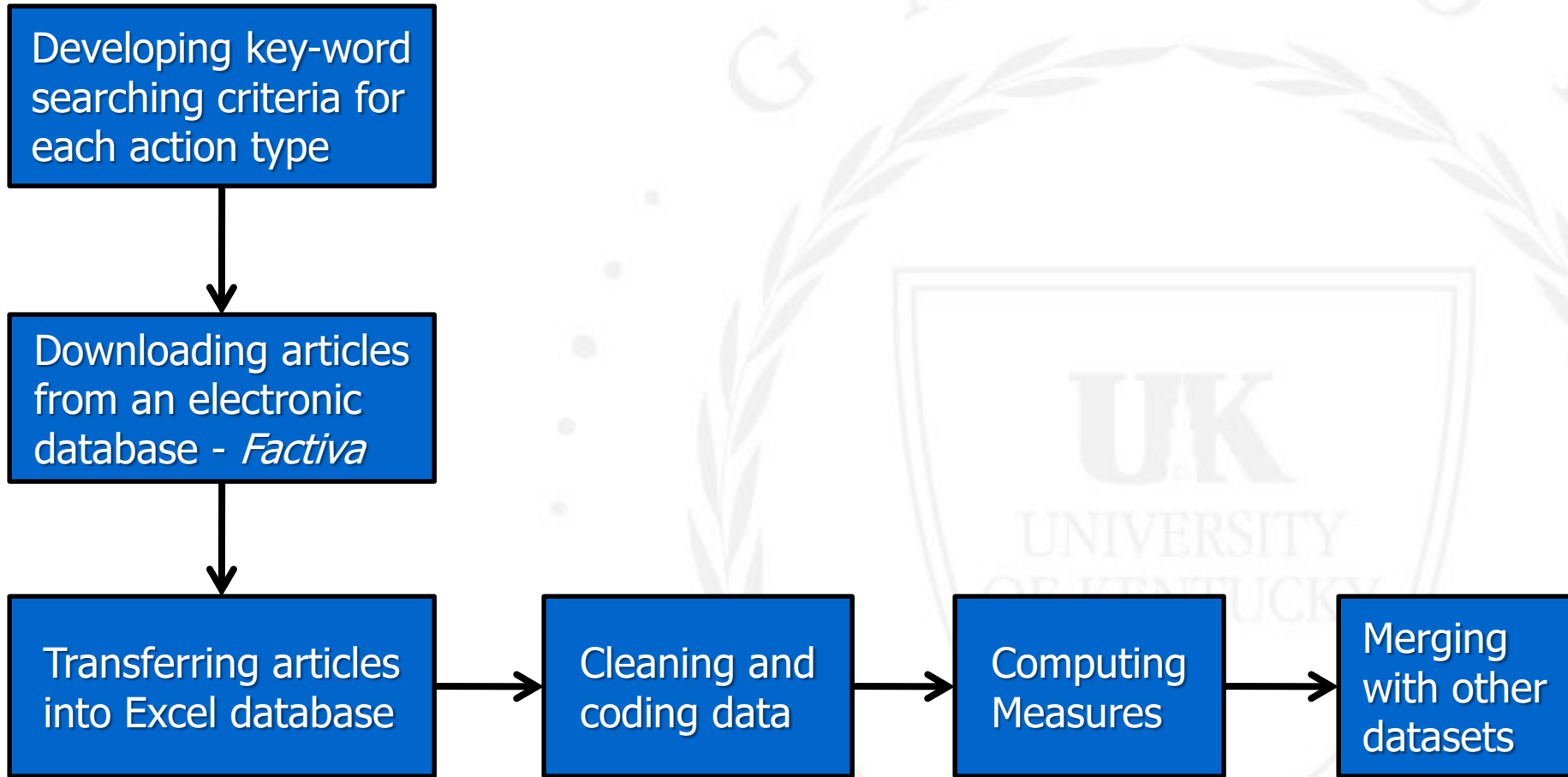
Actions from News

Pricing	<u>1 July 1992</u>: Ford's Lincoln unit reduces Tracer model price by \$234...
Marketing	<u>14 February 2002</u>: Canadian jazz diva Diana Krall is taking her smokey voice on the road to promote Chrysler cars....
New Product	<u>21 October 2002</u>. GM's Saturn unit unveils new small car, the Ion....
Market Expansions	<u>7 July 1993</u>: Toyota opens plant in Troy, Missouri to supply aluminum cylinder heads to Toyota Camry plant in Kentucky...
Signaling	<u>22 November 1997</u>: Ford unveils the Super Stallion concept car, based on the legendary Mustang...

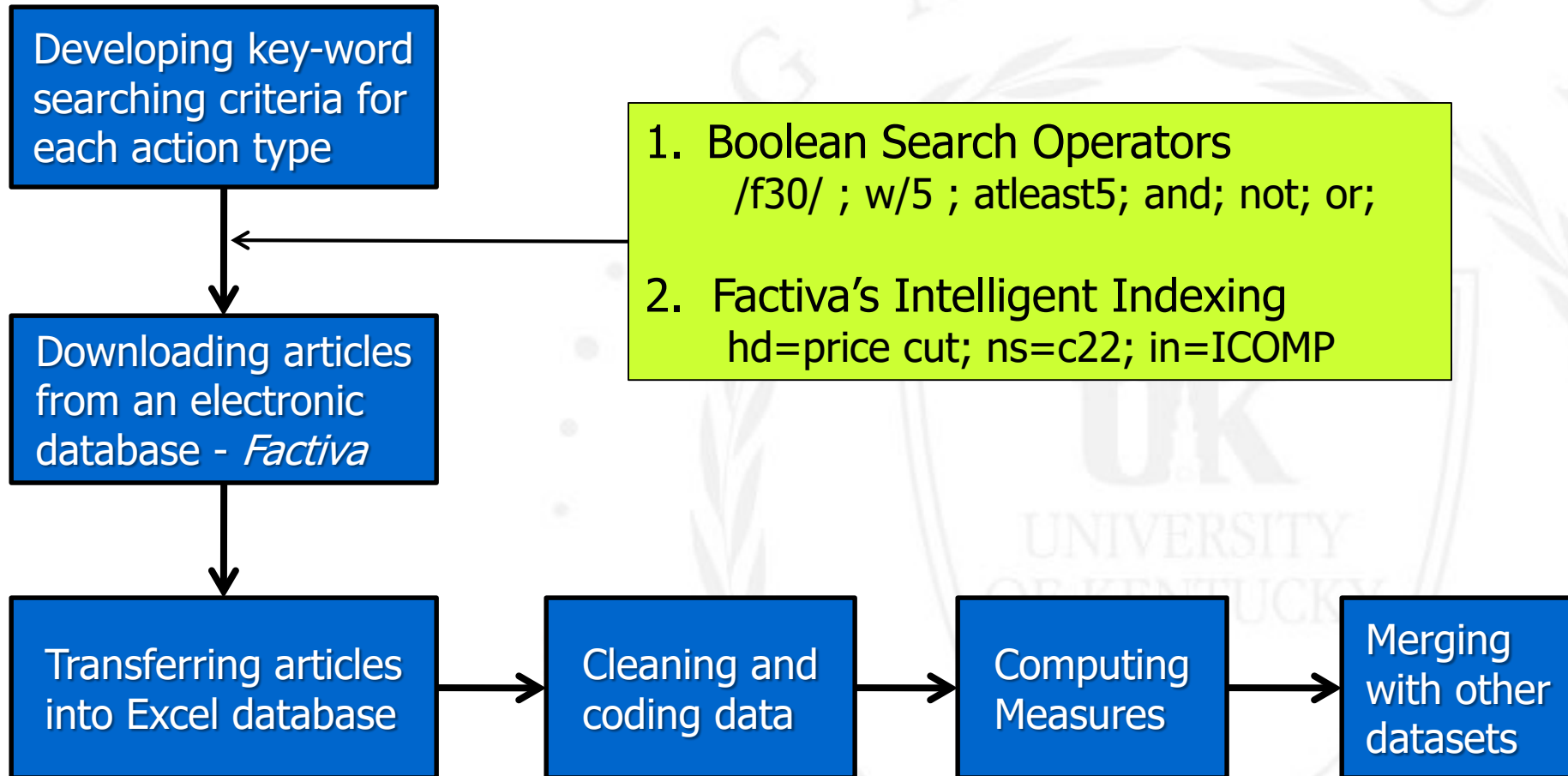
Major Issues

- Data sources
- Thousands of news articles generated
- Extremely time consuming process
- How to develop a more efficient technique for coding data?

General Procedure – *Factiva*



Speeding up Data Collection and Measurement

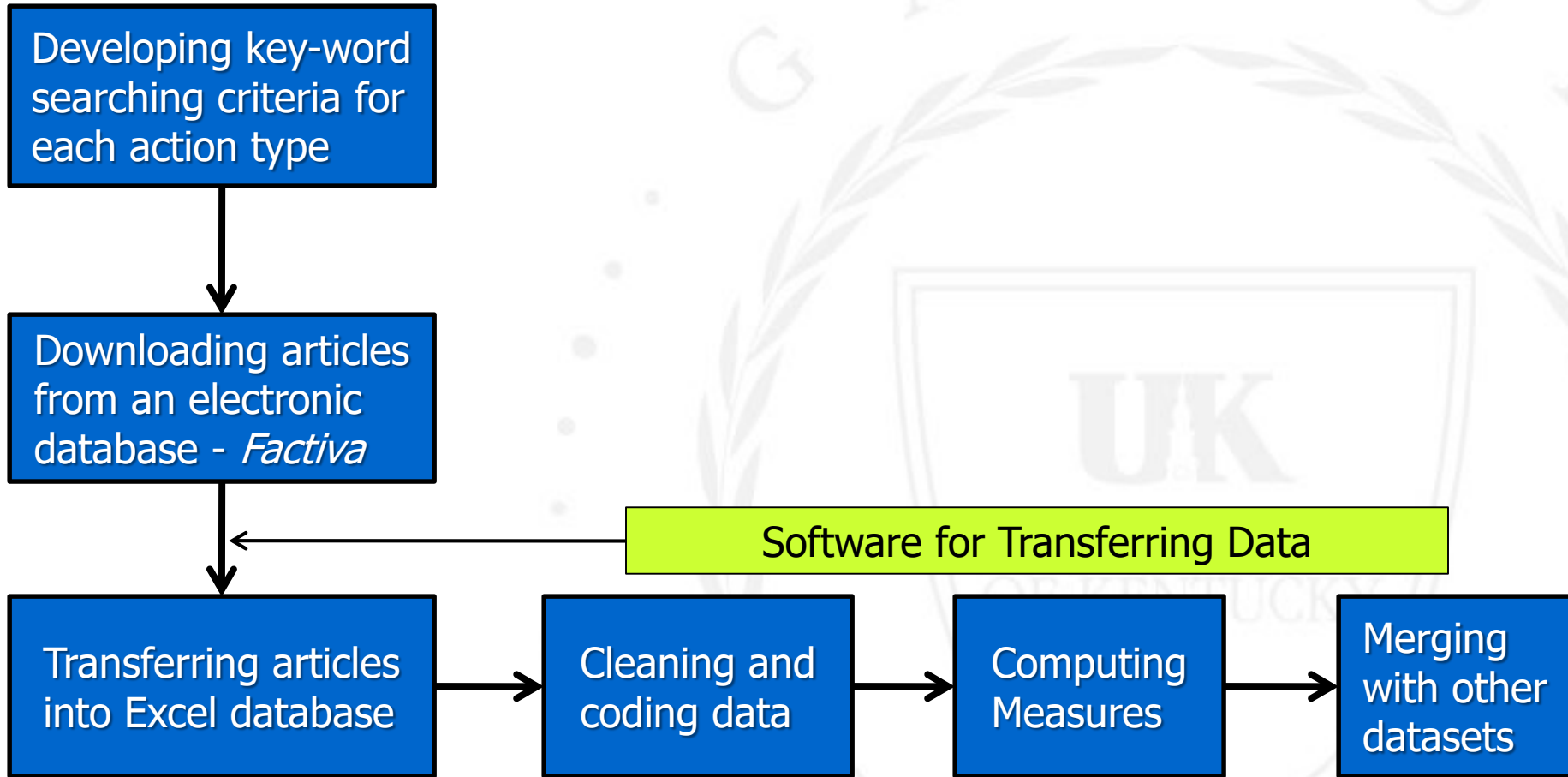


Key Word Criteria in *Factiva*

Pricing Actions:

“Firm Name”/f15/ and [(Price*/f15/ and drop/f20/) or (price*/f20/ and cut*/f20/) or (price*/f20/ and decrease*/f20/) or (price*/f20/ and reduc*/f20/) or (price*/f20/ and new*/f20) or (price*/f20/ and lower*/f20/) or (price*/f20/ and slash*/f20/) or (price*/f20/ and slice*/f20/) or (price*/f20/ and halv*/f20/) or (price*/f20/ and undercut*/f20/) or (price*/f20/ and plunge*/f20/) or (price*/f20/ and fall*/f20/) or (price*/f20/ and plummet/f20/) or (price*/f20/ and slump/f20/) or (price*/f20/ and shrink*/f20/) or cheaper/f15/ or rebate/f15/ or saving*/f15/ or coupon*/f15/) not profit*/f15/ not stock price/f30/

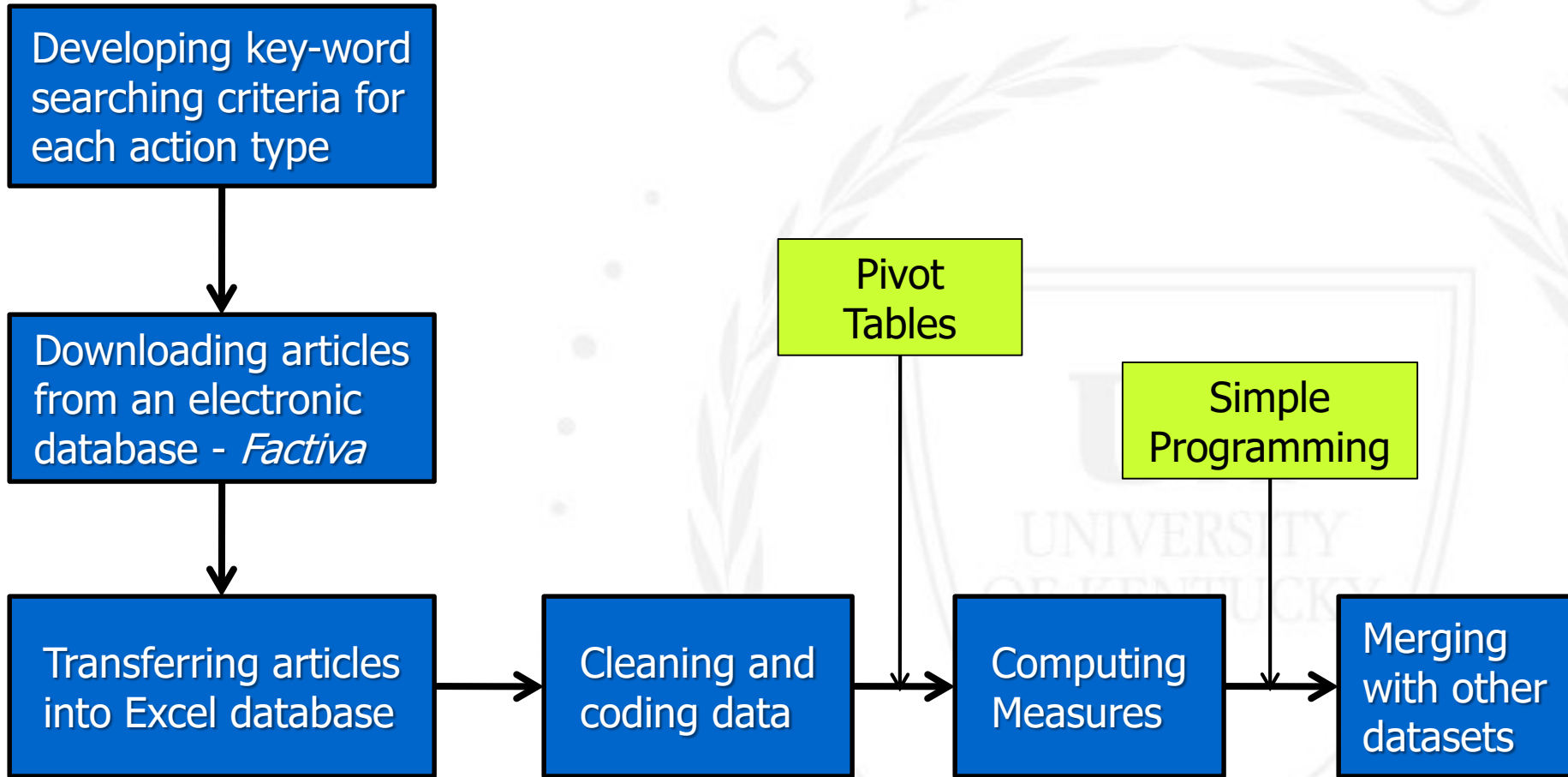
Speeding up Data Collection and Measurement



Software output –Excel or Access

Co ID	Parent_ mpu	Compan y	Date	Headline	Action Type	Leading paragraph	xTD	xNS	xRE
182	1	3Com	20/05/1991	Hughes Taps 3Com Exec To Spur Marketing Effort	ads	MOUNTAIN VIEW, CALIF. - Hughes LAN Systems Inc. has tapped a 3Com Corp. executive to push the unit's products and services to	Much of Hughes' marketing effort, Murphy said, will focus on products it has developed to tie local-area networks into wide-area networks. These include packet switches, bridges		
181	1	3Com	27/05/1991	3Com Bolsters Reseller Support-- Three-Tiered Program Rewards Skills Upgrade	improve	SANTA CLARA, CALIF. - 3Com Corp., as expected, last week revealed a plan to provide additional support, including access to 3Com consulting	The support program complements the changes in the company's reseller program, which was prompted by 3Com's shift from work group products to internetworking equipment (CSN,		
179	1	3Com	08/07/1991	Managing networks - Novell, 3Com applications boost VARs	ads	San Jose, Calif. Novell Inc. recently outlined plans at PC Expo to provide network management for NetWare networks and whetted	At the same time, 3Com Corp. began shipping its long-awaited ViewBuilder network management application. Internally called NetWare Services Manager (NSM), Novell's network		
178	1	3Com	16/09/1991	3Com announces first European manufacturing facility	expand	PARIS--(BUSINESS WIRE)--At a Pan-European news conference Monday, 3Com Corp. (NASDAQ:COMS), a leading global data	A temporary facility for adapter product testing and packaging will begin operation this November in a Dublin suburb. ``A manufacturing facility in Europe enables 3Com to expand its	C22 : New Products /Services CCAT :	EURZ : European Countries IRE : Ireland
292	1	3Com	01/01/1990	News & Analysis: Packets: Happenings 3Com Corp.	price	3Com Corp., of Santa Clara, Calif., announced that it has reduced the prices of two of its EtherLink adapters 22% and 17%, and increased the			
289	1	3Com	02/01/1990	3COM CUTS INTERNETWORK BRIDGE PRICES.	price	SANTA CLARA, Jan 2, Reuter - 3Com Corp said it is cutting prices immediately on its internetwork bridges family between five pct and 25 pct,	The IB/1 is priced at 9,100 dollars, IB/20000 at 4,995 dollars and the IB/3 start at 7,500 for dual low-speed line support, and 8,500 dollars for a single T-1 connection.	C31 : Markets/ Marketing C314 : Pricing	NAMZ : North American Countries USA :
290	1	3Com	02/01/1990	3Com Corp Reduces Prices On Internetwork Bridges	price	SANTA CLARA, Calif. -DJ- 3Com Corp. said it is reducing prices on its entire family of internetwork bridges. In a press release,	Effective immediately, 3Com said, its IB-1 is priced at \$9,100, the IB-2000 at \$4,995 and the IB-3 at \$7,500 for dual low-speed line support and \$8,500 for a single T-1 connection. 11:59 AM		

Speeding up Data Collection and Measurement



Pivot Table Output

Cusip	Year	ads	expand	improve	price	prod	version	Grand Total
2444	1995			11		1	6	18
2444	1996			12		2	2	16
2444	1997		1	11			3	15
2444	1998		1	3			1	5
2444	1999			13			3	16
7903	1995	2	1		1		12	16
7903	1996	2	2		3	1	10	18
7903	1997		3	2	6		5	16
7903	1998	1	3	2	2		14	22
7903	1999	3	3	9	3	1	13	32
21441	1995		1	4	1		4	10
21441	1996		1	3	7		3	14
21441	1997	3	1	18	1		5	28
21441	1998	2	3	22		1	19	47
21441	1999	2	1	11			3	17
31652	1995							
31652	1996							
31652	1997			1				1
31652	1998	1		1			2	4
31652	1999		2	4				6
32092	1995							



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...Questions?

