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September 24, 2018

**PhD Course: Survey Research
Winter Term 2018/19**

Dates & Location

Kick-Off: November 5, 2018, 6 pm (Moorweidenstr. 18, room 0029)

Seminar: February 4 - 6, 2019 (Moorweidenstr. 18, room 0005)

Objectives

This course is designed to lay the foundations of good survey-based research in different areas of Business Administration. Through a critical review of existing literature, presentations and discussions, students become acquainted with common problems in survey-based research and advanced methods for solving them. Students get an overview of different methods in the survey research “tool box”. This helps them identify appropriate methods for their own research and evaluate research done by others.

Prerequisites

Students should have a solid foundation in statistics and be familiar with the basics of multivariate data analysis.

Contents & Working Requirements

Exemplary topics are preference measurement, measurement models for complex constructs, structural equation models, moderation and mediation, multi-collinearity, heterogeneity, endogeneity, common method bias. A list of topics and readings will be provided at the kick-off meeting.

Participants prepare and hold a presentation – either alone or in a group (depending on the number of participants). In their presentation, participants explain, compare and evaluate methods relevant for their specific problem. All presentations should contain a practical example based either on an own dataset or on published research.

The course is worth 5 LP (Leistungspunkte). To pass the course, participants are required to make a successful presentation. In addition, they need to read one paper on each topic and participate in class discussions.



Registration

Students who want to attend this course need to register. The deadline for registration is October 26, 2018. Please send an email to Elke Thoma (elke.thoma@uni-hamburg.de) which informs about:

- your name
- your email address
- the supervisor of your doctoral thesis and topic
- your background in statistics and empirical research

Co-ordination/Contact

Prof. Dr. Karen Gedenk (karen.gedenk@uni-hamburg.de)

For all organizational issues please contact Elke Thoma (elke.thoma@uni-hamburg.de).