PhD Course

Survey Research

**Dates & Time:**
- Kick-Off: November 18, 2019; 6 pm
- Seminar: February 10 - 12, 2020; full time (tba)
- Exam: February 17, 2020; 9 am

**Location:**
Universität Hamburg, Moorweidenstr. 18, room 0005.1 (for 18 Nov 2019, 10 – 12 Feb 2020);
room for exam tba

**Instructor:**
Prof. Dr. Karen Gedenk

**Teaching Language:**
English

**Credit Points:**
2 SWS/5 LP

**Registration:**
until November 11, 2019. Please send an e-mail 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.

**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.
**Student Evaluation:**
To pass the course, participants are required to make a successful presentation. In addition, they need to read one paper on each topic, participate in class discussions, and pass the exam.

**Contents & Working Requirements:**
Exemplary topics are preference measurement, measurement models for complex constructs, structural equation models, moderation and mediation, multicollinearity, 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. Participants also take an exam at the end of the course.

**Co-ordination/Contact**
Prof. Dr. Karen Gedenk ([karen.gedenk@uni-hamburg.de](mailto:karen.gedenk@uni-hamburg.de)).
For all organizational issues please contact Elke Thoma ([elke.thoma@uni-hamburg.de](mailto:elke.thoma@uni-hamburg.de)).