



PhD Course

Business Research Methods

Sessions: 4 sessions of 8 hours (full day)

Dates: Saturday, November 14, 2020, 10:00 - 18:00, room 005.1, Mo 18
Saturday, December 12, 2020, 10:00 - 18:00, room 0029, Mo 18
Saturday, January 16, 2021, 10:00 - 18:00, room 005.1, Mo 18
Saturday, February 13, 2021, 10:00 - 18:00, tba

Course value: 5 LP

Lecturers

Tammo Bijmolt (Faculty of Economics and Business, University of Groningen, NL)

Tammo H.A. Bijmolt is Professor in Marketing Research at the University of Groningen, the Netherlands and director of the Groningen Digital Business Centre. His research interests include loyalty programs, retailing, e-commerce, advertising, and meta-analysis. On these topics, Tammo Bijmolt has been involved in numerous research projects in collaboration with companies and international co-authors. His publications have appeared in leading international journals, such as *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, and *Psychometrika*. He is Associate editor of the *International Journal of Research in Marketing*, and member of the editorial boards of *Journal of Marketing*, *Journal of Retailing*, and the *International Journal of Electronic Commerce*. He won the best paper award in 2007 and the J.B. Steenkamp long-term impact award in 2017 of the *International Journal of Research in Marketing*, and the best paper award in 2011 of the *Journal of Interactive Marketing*. He is vice-president conferences of the European Marketing Academy (EMAC).

Felix Eggers (Faculty of Economics and Business, University of Groningen, NL)

Dr. Felix Eggers graduated and completed his doctoral studies in Marketing at the University of Hamburg. After working as a consultant and marketing researcher he proceeded with his academic career at the University of Groningen. He is now an Associate Professor at the Department of Marketing where he researches and teaches Marketing research methods, analytics, and digital business models. He was a visiting professor at MIT, the University of New South Wales, Stellenbosch University, and the University of Liechtenstein. His publications have appeared in the Proceedings of the National Academy of Sciences, *Marketing Science*, *Journal of Marketing*, and *International Journal of Research in Marketing*, among others.



Overview:

The PhD course deals with research methods that can be applied in scientific research within various business disciplines. The focus of the course is rather applied: students who have successfully finished the course should be able to apply (multivariate) analysis methods at an advanced level in scientific research. For each topic, a full-day lecture will be used to explain that particular method and to learn about conducting the analyses. There will be four topics, each with a lecture and an assignment (see below).

The course is open for students from outside Hamburg, from other departments within the Business School, and junior faculty members (max. 15-20 participants). In principle, participants could sign up for all sessions / the entire course, or cherry-pick the topic(-s) that they like.

Objectives:

After attending the course, students should have acquired:

- a) State-of-the-art knowledge of potential application of these multivariate analysis methods
- b) Understanding of the methodological underpinnings of the methods
- c) Practical skills to perform the analyses

Assessment and Credits:

After the session, participants will have to work on an assignment (if the participant requires formal credits), using real data, and write a short report (about 10 pages; to be graded as pass/fail) about this. Participants who attend all sessions and pass the four assignments obtain 5 LP.

Potential topics:

Topics of the PhD course will be selected based on preferences of participants. Therefore, please indicate your preferred topic(s) out of the following methods when registering for the course. Note: Four out of the eight topics listed below will be taught in the course.

| Topics | |
|--------|---|
| 1 | Data collection methods (Eggers): Surveys, web scraping, tests, discrete choice experiments |
| 2 | Choice models (Eggers): Probit, logit, nested logit, mixture models (hierarchical Bayes estimation) |
| 3 | Latent class analysis and Hidden Markov models (Bijmolt) |



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| 4 | Hierarchical linear models (Bijmolt) |
| 5 | Moderation & mediation (Bijmolt) |
| 6 | Meta-analysis (Bijmolt) |
| 7 | Factor analysis & principal component analysis (Bijmolt) |
| 8 | Duration models (= Hazard models or Event History models) (Bijmolt) |

Registration:

To register for this seminar please contact Sabine Meyer (sabine.meyer@uni-hamburg.de).
Registration is open till November, 2, 2020 and is on a first come, first serve basis.