



PhD Course

SURVEY RESEARCH

Winter Term 2020/2021:

Part I: Dr. Timo Mandler: Nov. 16, 2020; 09h00–16h00

Nov. 30, 2020; 09h00–16h00

Part II: Prof. Dr. Karen Gedenk: Jan. 18, 2021; 09h00–16h00

Feb. 15, 2021; 09h00–16:00

Online (Zoom) or on campus (University of Hamburg) –
to be determined one week in advance of each date

**Course Instructors: Dr. Timo Mandler (Toulouse Business School) for Part I and
Prof. Dr. Karen Gedenk (Universität Hamburg) for Part II**

Course Value: 2 SWS or 5 LP; optional only one part equiv. 1 SWS or 2,5 LP

Course Overview:

This course is designed to lay the foundations of good survey-based research in different areas of Business Administration. It aims at (1) familiarizing students with key issues in designing surveys and equipping them with the necessary practical skills to implement and execute surveys efficiently, and (2) teaching them how to address various challenges related to the analysis of survey data. The course provides students with an overview of the survey research “tool box”.

The course will take the form of four all-day workshops, with an emphasis on student participation. Presentations on key issues related to the design, implementation, and execution of surveys as well as to the analysis of survey data will be accompanied by practical demonstrations, in-class exercises, and assignments

Student evaluation:

To pass the course, participants are required to participate actively on all four days, and to hand in two assignments.

- The first assignment involves the design and implementation of a survey on a topic of choice and is due on November 25. Each survey will be reviewed by a peer and will be discussed in class on Day 2.
- The second assignment involves the analysis of data, using at least one method that participants would like to familiarize themselves with. Participants can either analyze

their own datasets or use a training dataset provided by the instructors. The second assignment is due on February 8.

Further details on the assignments will be provided in class. Please reserve a sufficient amount of time in the weeks after Day 1 and Day 3 for the assignments.

Students who participate only in part I or part II of the course, and successfully complete the respective assignment, receive 2.5 LP.

Prerequisites and Software:

Students need access to a survey platform (e.g., Qualtrics, Unipark, LimeSurvey) and to a statistics software package (e.g., Stata, R). Students should be familiar with the basics of multivariate data analysis.

Registration:

Students who want to attend this course need to register. The deadline for registration is October 15, 2020. 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)

SYLLABUS

Part I: Survey design & execution

Day 1: Introduction to survey design

- Selecting the right sample
- Adopting and adapting measurement instruments
- Designing questionnaires that engage respondents
- Safeguarding validity
- Enhancing response rates
- Navigating Qualtrics and Unipark efficiently
- Constructing dynamic questionnaires
- Pretesting surveys effectively

Day 2: Applied survey design & execution

Part A: Peer-review of surveys (assignment 1)

Part B: Data collection & treatment

- Choosing a panel provider
- Documenting the data collection
- Cleaning and preparing data for analysis

Part II: Analysis of survey data

Day 3: Introduction to survey data analysis

- Testing for biases: non-response bias, common method bias
- Validating measurement models
- Analyzing simple relationships: multicollinearity, non-linear effects
- Analyzing complex relationships: moderation & mediation, interaction terms, structural equation models
- Choice models

Day 4: Advanced problems in survey data analysis & applications

Part A: Advanced topics:

- Heterogeneity
- Endogeneity

Part B: Student analyses (assignment 2)

Instructors:

Timo Mandler is an Assistant Professor of Marketing & International Business at Toulouse Business School, France. His research interests include global/local branding, cross-cultural consumer behavior, and methodological issues in international marketing research. His work has been published in the *Journal of International Business Studies*, *Journal of International Marketing*, *International Marketing Review*, and *Journal of Business Research*.

Karen Gedenk holds the chair for Marketing and Pricing at the University of Hamburg. Her research focuses on Pricing and Promotions. She studies the effects of these marketing instruments empirically, using market data and surveys. Her work has been published in major journals like *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, and *International Journal of Research in Marketing*.