

„Conducting, Presenting, and Discussing Empirical Research: Presentation Techniques and Applied Econometric Methods”

Organizational

Instructor:	Jun.-Prof. Dr. Peter Limbach (University of Cologne and Centre for Financial Research) Prof. Daniel Metzger, Ph.D. (Stockholm School of Economics and Financial Markets Group, London School of Economics)
Dates:	February 15, 2018, 11.00 – 18.00 h February 16, 2018, 9.00 – 16.00 h February 19, 2018, 11.00 – 18.00 h February 20, 2018, 9.00 – 16.00 h
Venue:	Licher Strasse 68, Raum HS 001, D-35394 Giessen
ECTS:	6
Max. Participants:	10

Objectives

This four-day interactive workshop is targeted at doctoral students and post-docs who conduct (empirical) research in business studies (e.g., accounting, economics, entrepreneurship, finance, or management). It discusses how to critically evaluate your own work and the research of others and how to effectively communicate your own work as well as feedback to others in form of presentations and discussions. While the focus of the second part is on empirical methods, the first applies to both empirical and theoretical research. The workshop has the following objectives:

- Improve presentation techniques (e.g., the structure of a presentation, slide design, English language, body language, psychological aspects, answering questions the right way).
- Learn how to discuss a paper (e.g., the structure of a discussion, which aspects of a paper should be emphasized/criticized, how to assess data sets and their empirical results).
- Comprehend why presenting and discussing papers is important and what you should and should not do.
- Recognize that basically every paper can be criticized and what that means for your own paper write-up, presentation, and selection of topics to work on.
- Understand and acquire working knowledge of cross-sectional and panel data empirical methods for use in corporate finance, accounting, and managerial research, etc.
- Further improve your economic and econometric understanding and reasoning, your skills of assessing empirical studies, and thereby also learn more about the importance of alternative explanations and counterfactuals.

Understand the basic tradeoff between internal and external validity in empirical research and practice the design and evaluation of your own empirical setups.

Content

The four-day workshop consists of two parts, which take two days each. Part I, held by Peter Limbach, is concerned with understanding, presenting and discussing research in business studies. Part II, held by Daniel Metzger, is concerned with empirical methods and their applications in business studies. The two parts are interrelated, as a sound understanding of the empirical research design is an important dimension when evaluating empirical research. The second part may also use some content from the first part as examples and motivation.

Part I (Peter Limbach):

The first part of the workshop focuses on how to understand and how to present and discuss research papers. Students comprehend how to assess empirical work from a general theoretical and empirical point of view, without focusing on empirical techniques (taught in part II). An overview of presentation and discussion techniques is provided and students learn how to apply these techniques by presenting and discussing recent business research papers and their own research or research ideas. Students receive immediate feedback from the instructor and the class.

- 1.) The course starts with an introduction to important aspects of presenting research papers and discussions. These aspects include the reasons why scholars should present and discuss academic work and a detailed overview of presentation and discussion techniques (i.e., structure, slide design, language, body language, psychological aspects), which the instructor enriches via several personal examples.
- 2.) On each of the two seminar days, course participants present and discuss academic papers. The instructor will provide dynamic feedback to each presenter and discussant. The instructor's feedback will address presentation techniques, language as well as the content of the presentations and discussions. In addition, all course participants are encouraged to provide their own feedback on their colleagues' presentations and discussions.
- 3.) The instructor will present his own discussions of each of the discussed papers (as a blueprint) and elaborate on important economic and econometric aspects of each paper. These presentations serve to highlight i) discussion techniques, ii) economic reasoning and theory, iii) how to convey constructive criticism in a pleasant and factual way.
- 4.) As an exercise, students have to present their own research or research idea on no more than 3 slides (excluding the cover slide) on day 2. The instructor will provide feedback with respect to how the slides are designed and presented (in Part II, the content/methods of the presentation will be discussed).
- 5.) On the evening of day 1, after the regular course program, the instructor provides the chance for 1-on-1 meetings with PhDs who want to discuss specific topics of the course, the discussed papers, or their own working papers/research ideas.

Part II (Daniel Metzger):

The second part of the workshop focuses on the critical evaluation of empirical work. Understanding the strengths and weaknesses of research designs is crucial when conducting or discussing empirical research. After discussing the difference between correlation and causation, we will cover different methods that have been used in empirical research to address this “identification problem”. We will draw from published and unpublished work to look at examples of how to implement these methods in practice.

- 6.) Discussion of the concept of causality and related underlying identification problems. It describes the three possible biases of omitted variables, measurement error, and simultaneity.
- 7.) Presentation of different econometric methods that can help to address these biases. These econometric methods are essential for empirical academic work at the research frontier and include Panel Data methods, Event Studies, Differences-in-Differences, Regression Discontinuity Designs, Instrumental Variables, and Field experiments.
- 8.) We will extensively draw from examples in finance, accounting, and management research. In this regard, we will use some of the papers from Part I as well as other literature. Moreover, participants may prepare and present the empirical setup of their own papers or research ideas.

Methods

See also Content.

Use presentation methods (i.e., slides on the one hand, language on the other hand), discuss with the audience, use econometric methods and sound economic reasoning to analyze and criticize academic papers, understand the pros and cons (and the flaws) of econometric methods, develop and justify alternative explanations and explain counterfactuals.

To gain the ECTS credit points participants have to:

- Participate in the seminar
- Read and understand the assigned papers from the reading list (2 papers for the first part, about 5 papers for the second part); work through material distributed before the workshop
- Read the papers they have to present and discuss and prepare the respective presentations (which must not take longer than 15min) and discussions (8-10min)
- Prepare a brief powerpoint presentation (3 slides) of own research for the second day of Part I and the second day of Part II: research question, hypotheses, empirical setup (data/tests)

Target group

The workshop primarily targets doctoral candidates (but, in general, postdocs can participate).

Prerequisites:

The papers relate to finance, governance, and accounting. While participants should have some basic knowledge of methods applied in these research areas (e.g., OLS, panel data, event studies, and basic aspects of endogeneity), in-depth knowledge is not required. Participants do not have to possess expert knowledge of the underlying literature.

Course language

English

Registration

By **January 25**, 2018 via e-mail at info@ggs.uni-giessen.de.