

Art der Veranstaltung: Vorlesung + Workshop

## **Experimental Research in Management**

### **Organisatorisches**

Kursleitung: Prof. Dr. Monika C. Schuhmacher

Termine:

1. Block: Dienstag, den 30. April, 13- 17 Uhr
2. Block: Freitag, den 17. Mai, 9 – 13 Uhr
3. Block: Freitag, den 7. Juni, 14-18 Uhr
4. Block: Mittwoch, den 12. Juni, 14-18 Uhr
5. Block: Mittwoch, den 19. Juni, 9 – 13 Uhr

Ort:

Block 1 – Block 4: Licher Str. 68, Hörsaal HS 27; Ort

Block 5: Licher Str. 66, Raum 601

(ECTS: 6\*)

Max. Anzahl Teilnehmende: 12

### **Veranstaltungsziel**

Throughout the course the students will

- Acquire and develop skills on experimental research
- Develop and present their own research idea
- Design an experiment to support dissertation
- Write manuscript draft
- Provide a review to a peer's manuscript

### **Inhalt & Methode**

- This course introduces the fundamental methodological issues that arise in experimental research.
- Illustrative examples are drawn from the behavioral sciences with a focus on the behavior of consumers.
- Topics that are covered include
  - Development of research idea → develop own ideas for experimental studies that will be presented, discussed and developed further in class.
  - Data collection and reliable measurement procedures
  - Threats to validity
  - Control procedures and experimental designs
  - Data analysis → emphasis on attaining working knowledge of the use of regression and analysis of variance methods for experimental data

- Writing a scientific paper
- Reviewing a scientific paper

### **Zielgruppe & Veranstaltungssprache**

Target group of this course are preliminary PhD students, but the course is also open to master and post-doctoral students with a focus on management topics, e.g. marketing, innovation, leadership, entrepreneurship, etc.

Prerequisites: No

Veranstaltungssprache: Englisch

**(\*Zu erbringende Leistungen der Teilnehmenden für den Erhalt der ECTS Punkte = Development of research ideas on a given topic, two presentations on own research idea, writing a scientific paper, reviewing a scientific paper)**

### **Anmeldung**

Wenn Sie an der Veranstaltung teilnehmen möchten, melden Sie sich bitte bis zum **19. April 2019** per Email an [info@ggs.uni-giessen.de](mailto:info@ggs.uni-giessen.de) an.