PhD Course

“Theories in Entrepreneurship and Strategy Research”
(PhD program section “Theory”, in English language, Summer term)

Background
Theory is key to research in the fields of entrepreneurship and strategy. Scholarly publications are expected to draw on solid theory and to provide a distinct theoretical contribution. At the same time, the phrase ‘theory’ is used in one of many ways, ranging from a combination of loosely coupled arguments to theory in its strictest sense (e.g., Bacharach, 1989). Complexity is even increased through recent movements towards more multilevel theorizing (e.g., Hitt, Beamish, Jackson, & Mathieu, 2007, Klein, Tosi, & Cannella, 1999). Overall, adequately dealing with theory poses considerable challenges for PhD students and scholars in the domains of entrepreneurship and strategy.

This theory-led and action-oriented module sheds light on when, how, and which theories to use in entrepreneurship and strategy research. On successful completion, you will be able to: (1) explain the different conceptualizations of ‘theory’, (2) effectively position your own research in the extant theoretical landscape and formulate theoretical contributions, (3) systematically choose between different theoretical perspectives to frame your research, and (4) create and evaluate two critical sections of academic manuscripts, namely the introduction and theoretical background.

Prerequisites
None

Tentative course structure
(1) What is a ‘theory’?
(2) Positioning your research
(3) Developing theoretical contributions
(4) Prominent theories in the areas of entrepreneurship and strategy
(5) Multilevel theorizing
(6) Writing the introduction and theoretical background

Certain elements of the course will be emphasized, depending on the background and needs of participants.

Literature


Assessment
Participants are expected to submit an essay (15-20 pages) in one of two forms:
(1) a critical reflection on a topic provided by the convenor or
(2) a 'theory upfront', i.e., the introduction and theory sections of a manuscript draft that has been written or rewritten based on insights from the course.

Language
English

Registration
Email your CV to sascha.walter@uni-wuerzburg.de by 15/03/20.

Module convenor and contact
Professor Sascha Walter

Last change: 4st June 2019