PhD Course
“Methodological Challenges in Entrepreneurship and Strategy Research”
(PhD program section “Methods”, in English language, Winter term)

Background
Entrepreneurship and strategy scholars are typically confronted with methodological issues, of which some are only sporadically—if at all—covered in mainstream textbooks (e.g., Cohen, Cohen, West, & Aiken, 2003; Greene, 2012; Tabachnick & Fidell, 2013; Wooldridge, 2003) and econometric courses. This course equips students with hands-on knowledge of how severe a given issue is and how to tackle it in a manner fit to publications in top-tier journals in the field. Students will also learn to explain the limitations of these solutions.

Prerequisites
None

Tentative course structure
(1) Sampling strategies
(2) Formative and reflective measurement models
(3) Common method variance
(4) Measurement invariance
(5) Missing values
(6) Building empirical models and test strategies
(7) Testing and probing moderation and mediation effects in logistic and linear regression
(8) Multicollinearity
(9) Endogeneity
(10) Diagnostic checking
(11) Multilevel analysis

Certain elements of the course will be emphasized and additional topics included, 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 comprehensive, literature-based plan for collecting and analyzing own data that reflects learning from the module.

**Language**

English

**Registration**

Email your CV to sascha.walter@uni-wuerzburg.de by 15/09/19.

**Module convenor and contact**

Professor Sascha Walter

Last change: 4th June 2019