



# DOCTORAL SUMMER SCHOOL

## Program 2022

Doctoral Office  
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Course Name & Number	Lecturer	Duration & ECTS	Day	Date	Times
<b>Academic Writing &amp; Publishing</b>	<b>Prof. Dr. Klaus Uhlenbruck</b>	<b>block seminar 2.5 days</b>	Wednesday	01.06.2022	9.15a.m. - 5.45p.m.
Course number: L-DOC6-001		2ECTS	Thursday	02.06.2022	9.15a.m. - 5.45p.m.
			Friday	03.06.2022	9.15a.m. - 1.30p.m.
<b>Theoretical Perspectives in Management</b>	<b>Prof. Dr. Markus Kreutzer</b>	<b>block seminar 2.5 days</b>	Tuesday	07.06.2022	8.30a.m. - 4.30p.m.
Course number: L-DOC6-003		2ECTS	Wednesday	08.06.2022	8.30a.m. - 4.30p.m.
			Thursday	09.06.2022	8.30a.m. - 12.30p.m.
<b>Advanced Econometrics Part 1</b>	<b>Prof. Dr. Jan Mutl</b>	<b>block seminar 2.5 days</b>	Thursday	09.06.2022	2.15p.m. - 5.45p.m.
Course number: L-DOC6-007		2ECTS	Friday	10.06.2022	9.15a.m. - 5.45p.m.
<b>Qualitative Research Methods</b>	<b>Prof. Dr. Karin Kreutzer</b>	<b>block seminar 2.5 days</b>	Monday	13.06.2022	8.30a.m. - 4.30p.m.
Course number: L-DOC6-006		2ECTS	Tuesday	14.06.2022	8.30a.m. - 4.30p.m.
			Wednesday	15.06.2022	8.30a.m. - 12.30p.m.
<b>Fundamentals of Experimental Design &amp; Analysis</b>	<b>Prof. Dr. Sven Heidenreich</b>	<b>block seminar 2.5 days</b>	Monday	20.06.2022	9.15a.m. - 5.45p.m.
Course number: L-DOC6-002		2ECTS	Tuesday	21.06.2022	9.15a.m. - 5.45p.m.
			Wednesday	22.06.2022	8.30a.m. - 12.30p.m.
<b>Literature Based Methods</b>	<b>Prof. Dr. Julia Krönung</b>	<b>block seminar 2.5 days</b>	Wednesday	22.06.2022	2.15p.m. - 5.45p.m.
Course number: L-DOC6-004		2ECTS	Thursday	23.06.2022	9.15 a.m. - 5.45p.m.
			Friday	24.06.2022	9.15a.m. - 1.30p.m.
<b>Advanced Econometrics Part 2</b>	<b>Prof. Dr. Jan Mutl</b>	<b>block seminar 2.5 days</b>	Monday	27.06.2022	9.15a.m. - 5.45p.m.
Course number: L-DOC6-007		2ECTS			
<b>Developing and Publishing PhD Research Projects</b>	<b>Prof. Dipayan Biswas, USA</b>	<b>block seminar 2.5 days</b>	Monday	04.07.2022	9.15a.m. - 5.45p.m.
Course number: L-DOC6-009		2ECTS	Tuesday	05.07.2022	9.15a.m. - 5.45p.m.
			Wednesday	06.07.2022	9.15a.m. - 1.30p.m.
<b>Survey Research</b>	<b>Prof. Dr. Dennis Herhausen</b>	<b>block seminar 2.5 days</b>	Monday	18.07.2022	9.15a.m. - 5.45p.m.
Course number: L-DOC6-010		2ECTS	Tuesday	19.07.2022	9.15a.m. - 5.45p.m.
			Wednesday	20.07.2022	9.15a.m. - 1.30p.m.

<b>1. Course</b>	<b>Academic Writing and Publishing</b>	<b>L-DOC6-001</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Klaus Uhlenbruck</b>	
<b>Course Description:</b>	<p>In this class we comprehensively discuss issues of scholarly writing, including the writing process, the structure of empirical (deductive) manuscripts, and editing English language for publication purposes. Principles of topic choice for research projects are reviewed in depth. We also examine the journal review process, address issues regarding methodology from a reviewer's perspective, and go into the publication process based on a recent example. Our focus will be on A-level journals. The course includes discussions, lectures, and exercises. The ultimate goal is to improve your scholarly work because writing is not just a support-level activity as part of research; it is the primary way in which we develop and disseminate knowledge.</p>	

<b>2. Course</b>	<b>Fundamentals of Experimental Design and Analysis</b>	<b>L-DOC6-002</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Sven Heidenreich</b>	
<b>Course Description:</b>	<p>This course is aimed at Ph.D. students who intent to conduct experimental and quasi experimental research in business (e.g., marketing, organizational behavior) and related disciplines (e.g., economics, psychology).</p> <p>Experimental research is a method commonly used within business administration especially for exploring consumer behaviour. Under experimental research a collection of techniques is meant which use different manipulations to test causal relationships. Usually one or more independent variables are manipulated to determine their effect on a dependent variable.</p> <p>The course will give an overview of the basics of experimental research. This includes defining a research problem, transferring this problem into a research hypothesis and developing a suitable experimental design and a suitable sample. The primary objective of the course is to provide students with the concepts and tools needed for collecting and analyzing experimental data. A secondary objective is to provide students with the foundations for the methodological evaluation of other behavioral researchers' work.</p> <p>We will examine experimental designs and analyses from the perspective of an applied behavioral researcher, not from that of a statistician. That is, we will emphasize the actual use of proper data collection procedures and analysis techniques for rigorous (i.e., publishable) theory testing. Although there will be sufficient coverage of statistical concepts (to ensure that the procedures and techniques are applied intelligently), we will not focus on statistical theory per se (as would related courses in a statistics department).</p> <p>In addition to the objectives mentioned above, the course will offer students an opportunity to get started with the use of SPSS, one of the most widely used statistical programming languages for manipulating and analyzing data. While this will not be a course on SPSS itself, students should become comfortable with this platform by the end of the course.</p>	

<b>3. Course</b>	<b>Theoretical Perspectives in Management</b>	<b>L-DOC6-003</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Markus Kreutzer</b>	
<b>Course Description:</b>	<p>In this course, doctoral students will become familiar with the rich ecology of theoretical perspectives in management research. Based on a common vocabulary to facilitate discussion of management theories, students will be expected to understand the assumptions and boundary constraints of the theories discussed,</p>	

	<p>the concepts they use, and the proposed relations among these concepts. Students will be enabled to select an appropriate theoretical perspective for their own research projects and apply it correctly. We will discuss a number of the major theoretical perspectives, including, for example, agency theory and transaction cost economics, industrial organization economics, resource-, knowledge-, and capability-based views, as well as institutional and behavioural theory.</p>
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<b>4. Course</b>	<b>Literature-based Methods</b>	<b>L-DOC6-004</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Julia Krönung</b>	

<b>Course Description:</b>	<p>This course is aimed at Ph.D. students who intent to conduct literature analyses or work with literature-based data.</p> <p>Nearly every Ph.D. thesis contains a literature review or analysis. However, in many cases they are not conducted methodologically sound or not brought to their full potential with regards to the richness and significance of the data. Many Ph.D. students further regard literature analysis as something necessary but rarely pleasing. But: Literature can not only be used to review the current state-of-the-art of a topic, but also provide meaningful results about the systematics of a topic on a meta-level. For instance, questions such as “what are the implications of a certain way of measurements on the results we have throughout a discipline?” or “is there a systematic error/assumption that biases results of empirical studies into one direction?” can only be answered by deploying literature-based methods and not by an empirical study.</p> <p>Therefore, this course aims at reviewing different literature-based methods (e.g. literature-review, scientometric, meta-analysis etc.) and their application on the basis of step-by-step examples. Moreover, feedback on how to publish literature-based papers will be provided on the basis of students’ written research proposals. The ultimate goal is not only to gain knowledge about literature-based methods and their application in a thesis, but to unlock the publication potential of this sort of data.</p>
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<b>5. Course</b>	<b>Qualitative Research Methods for Doctoral Students</b>	<b>L-DOC6-006</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Karin Kreutzer</b>	

<b>Course Description:</b>	<p>This course aims at helping students to implement qualitative research methods within their doctoral research and in constructing their dissertation. The course will be particularly useful for PhD candidates in an early stage to gain an overview of qualitative research methods; however you can also attend if you wish to further elaborate the research design of your on-going qualitative study.</p> <p>The course not only attempts to help PhD candidates in getting to know a ‘toolbox’ they can use for writing their dissertation, but also gives some general advice how to avoid possible pitfalls within this process (e.g., with regard to an appropriate project planning). We start by discussing and introducing three elements that are constitutive for research in general (i.e. a research method, a theoretical perspective, and a unit of analysis). Next, we discuss when to use qualitative research methods and how to come up with appropriate samples. The main part of the lecture is focused on data collection techniques. We discuss how to conduct interviews (e.g., word questions in the right way) and observations, and how to take field notes.</p> <p>We also discuss how to analyze qualitative data (e.g., ‘grounded theory’) and how to include it in a case study. Last but not least, we discuss some possible pitfalls that are likely to occur when doing qualitative research in general and when writing research papers that are aimed at being part of a Doctoral Thesis. The lecture is supported by practical exercises and examples.</p> <ul style="list-style-type: none"> <li>- Setting the Context – The Nature of Qualitative Research</li> <li>- Designing Qualitative Studies</li> </ul>
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	<ul style="list-style-type: none"> <li>- 'Doing Fieldwork' – Collecting Qualitative Data</li> <li>- Analyzing Qualitative Data</li> <li>- Writing a Thesis – Some Possible Pitfalls</li> </ul>
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<b>6. Course</b>	<b>Advanced Econometrics</b>	<b>L-DOC6-007</b>
<b>Instructor/-s:</b>	<b>Prof. Jan Mutl, PhD</b>	

<b>Course Description:</b>	<p>This course will teach the students how to analyze and interpret empirical research. We will focus on research that employs panel and time series datasets:</p> <p>We will extend our empirical toolbox for estimation techniques such as generalized method of moments (GMM) and maximum likelihood (ML) estimation. Topics covered will include static and dynamic panel data models with fixed and/or random effects, and a brief introduction to spatial econometrics.</p> <p>This course will also introduce to the student the special tools and models that are used in analyzing time-series data. We will use examples that employ high-frequency financial data as well as examples employing (lower-frequency) macroeconomic data. Selected topics such as ARMA models, Box-Jenkins methodology, distributed lag models, unit roots and cointegration, and vector autoregressive models will be covered.</p> <p><b>Prerequisites</b></p> <p>Knowledge of basic linear regression techniques at the level of the <i>Introduction to Econometrics</i> course.</p>
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<b>7. Course</b>	<b>Survey Research</b>	<b>L-DOC6-010</b>
<b>Instructor/-s:</b>	<b>Prof. Dr. Dennis Herhausen</b>	

<b>Course Description:</b>	<p>Survey research has four interrelated components: (1) questionnaire design, (2) sampling, (3) data collection, and (4) data analysis. In the course all components of the survey research process will be discussed. The first component deals with the selection of research variables, conceptualization, definition of and relationships between constructs, followed by creating questions and response alternatives and composition of the questionnaire. The second component is sampling, referring to both selecting a group representing the target group of the research and determining how large the sample size should be to enable testing the research question. The third component is data collection, which not only relates to the data collection method (e.g., online or face-to-face), but also to the participation rate and data quality. The last component is data analysis, which starts with data cleaning and data exploration, followed by statistical analyses and ends with reporting the findings.</p> <p>The overarching goal is to gain a comprehensive understanding of the entire academic survey research process:</p> <ul style="list-style-type: none"> <li>• Learn about the fundamental links between concepts, measures and empirical data in the context of survey research.</li> <li>• Learn how to define constructs, how to measure these constructs, and how to design questionnaires in order to minimize bias</li> <li>• Learn about survey data analysis, and gain practical experience of analyzing survey data from data cleaning and analysis to reporting.</li> <li>• Learn about the specific challenges involved in survey research in an international context.</li> </ul>
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<p><b>8. Course</b></p> <p><b>Instructor/-s:</b></p>	<p><b>Developing and Publishing PhD Research Projects</b></p> <p><b>Prof. Dr. Dipayan Biswas</b></p>	<p><b>L-DOC6-009</b></p>
<p><b>Course Description:</b></p>	<p>There are thorough and systematic processes at play in developing any research project and in getting research projects published in respected journals. The progression and quality of research projects are determined by the research design and implementation. There are several strategic elements at play in developing and publishing research projects.</p> <p>Many challenges are encountered when developing research projects and it is of utmost importance to have proactive strategies in place for handling these challenges. Also, all research projects, irrespective of their current state of readiness, benefit from multifaceted and critical feedback.</p> <p>This course is designed for PhD students who are conducting empirical research and aims at supporting students to design their PhD projects successfully. Rudimentary ideas (e.g., first semester PhD students) are as welcome to the course as already developed papers (e.g., close to being published). Because of different research approaches, PhD students in Finance are not eligible for this course.</p> <p>The course is supposed to provide a platform for discussions that helps in developing students' research projects. The course would focus on: (1) Refining and (re)developing initial research ideas, (2) Figuring out factors that can help with enhancing the conceptual contributions of the research, (3) Developing an appropriate theoretical framework, (4) Deciding on the appropriate research methodologies (e.g., experiments), (5) Statistically analyzing and interpreting the data, and (6) Providing meaningful conclusions.</p> <p>In addition, this course will focus on the publication process, including issues of: (1) Choosing the appropriate journal, (2) Positioning the research for the journal, (3) Navigating the journal review process, (4) Responding to review team's comments, and (5) Crafting a potentially impactful paper.</p> <p>There will be an introduction on how to set up a research project by the lecturer based on previous work of the lecturer. During the course, each student will present her/his current work and questions or challenges they encounter. The aim is to discuss PhD students' projects in detail and in an interactive manner.</p>	