



KATAJA

EDEN Doctoral seminar on
Applied Methods and Methodology in Cross Cultural
Research

May 29 to June 2, 2017
University of Vaasa, Vaasa, Finland

Organizers

**EIASM (European Institute for Advanced Studies
in Management)**

**KATAJA (The Finnish doctoral program in
business studies)**

Syllabus

Preliminary Programme						
Day	Time	Room	Subject	Readings	Learning objectives/ tasks	Instructor
Mon. May 29 th	13.00-14.00	D119	Welcoming words Brief round of introduction (instructors and participants)	Research proposals	Creating cultural awareness/ sensitivity	Larimo Holzmueller, Nijssen, Salzberger
	14.15-15.45		Starting lecture: Defining cross cultural research <ol style="list-style-type: none"> a. Introduction to the international /cultural domain b. Explanation of the course structure and topics c. Introduction of the 8-steps model 			
	16.15-18.00		<i>Slot A: Short presentations of participant projects (max. 3 ppt slides, e.g. Background +gap/RQ; Theory/ perspective; Method/ Empirical steps; Cultural challenge you face)</i>			
Tue. May 30 th	8.30-9.30	D119	First step: Specification of international focus <ol style="list-style-type: none"> a. Culture, b. Perennial problems, c. Steps framework to solid cross-cultural research (8-steps model) 	Holzmueller, Nijssen, and Singh (2006); Taras, Rowney, and Steel (2009)	Create awareness for culture, and providing a process framework of cross-cultural research	Holzmueller
	9.30-10.30		<i>Slot B: Short presentations of participant projects (max. 3 ppt slides, e.g. Background +gap/RQ; Theory/ perspective; Method/ Empirical steps; Cultural challenge you face)</i>			
			<i>Tea and coffee</i>			
	11.00-12.30	D119	Second step: Conceptualization/ Operationalization of international domain, typology of culture related research	Wulf, Odekerken-Schröder, and Iacobucci (2001); Samaha, Beck, and Palmatier (2014)	Create awareness for the difference between cross-national versus cross-cultural research	Nijssen
			<i>Lunch</i>			
	13.15-14.45	D119	<i>Slot C: Short presentations of participant projects (max. 3 ppt slides, e.g. Background +gap/RQ; Theory/ perspective; Method/ Empirical steps; Cultural challenge you face)</i>			
			<i>Tea and coffee</i>			
	15.15-17.00	D119	Third and fourth step: Modeling of international & substantive mechanism/ Inclusion of competing explanations & effects <ol style="list-style-type: none"> a. Multicultural minds experiments b. Institutional theory 	Yaprak (2008); Briley and Aaker (2006); Kostova and Roth (2002)	When does culture matter? Familiarize participants with alternative approaches to comparative research in the international arena.	Nijssen
17.15-18.00		<i>Workshop: Conceptualization of culture and identification of a theoretical basis for participant projects and doctoral work</i> <i>Please, discuss and prepare in teams a revision of your research proposal which reflects the input of the prior sessions of the day (steps 1 to 3)</i>	-	Applicability to my own research	All	
19.00		Course dinner (On your own cost)				
Wed. May 31 st	8.30-10.00		Fifth step: Implementation of cultural sensitivity and fighting hidden bias/ Research paradigms in cross-cultural research <ol style="list-style-type: none"> a. Emic, etic; anthropology/ethnography vs. management/market oriented ethnography b. Combined emic-etic c. Pseudo etic (borrowed scales) 	Taras, Kirkman, and Steel (2010); Schaffer and Riordan (2003); Douglas and Nijssen (2003)	Increase emic sensitivity and sensibility	Nijssen
			<i>Tea and coffee</i>			

	10.30-12.00	D119	Sixth step: Handling substantive differences and idiosyncrasies/ Multinational collaborate research		Easterby-Smith & Malina (1999); Teagarden et al. (1995), Salmi (2011)	Create awareness for challenges and pitfalls in international research teams.	Holzmueller
			<i>Lunch</i>				
	12.45-14.15	D119	Seventh step: Cross-cultural field work and data collection execution – Qualitative paradigm (Track A)	Seventh step: Cross-cultural field work and data collection execution – Quantitative paradigm (Track B)	Track A: Watkins (2010); Welch et al. (2010); McGrath & O’Toole (2014)	Track A: Create understanding of weaknesses and strengths in doing research in alien cultures	A: Holzmueller
					Track B: Douglas and Craig (2006); Hult et al. (2008); Salzberger et al. (2009); McKenna et al. (2013)	Track B: Create basic understanding of equivalence concepts and the resulting complexity of doing quantitative research cross-culturally	B: Salzberger
			<i>Tea and coffee</i>				
	14.45-16.15	D119	Seventh step: Cross-cultural field work and data collection execution (Advanced issues) – Qualitative paradigm (Track A)	Eighth step: The role of culture in quantitative data analysis I: Assessment of measurement equivalence (Traditional test theory, Factor Analysis) (Track B)	Track A: Watkins (2010); Welch et al. (2010); McGrath & O’Toole (2014)	Track A: Create an advanced understanding of weaknesses and strengths in doing research in alien cultures	A: Holzmueller
					Track B: Schaffer and Riordan (2003); Steenkamp and Baumgartner (1998); Salzberger and Sinkovics (2006)	Track B: Create basic understanding of the concept of measurement equivalence and the standard method to assess comparability	B: Salzberger
	16.30-18.00	D119	<i>Workshop: Re-thinking research designs for participants’ projects / doctoral work</i>		-	Applicability to my own research	All
Thurs. June 1st	08.30-09.45	D119	Eighth step: Equivalence assessment and data analyses after data collection - Qualitative (Track A)	Eighth step: The role of culture in quantitative data analysis II: Assessment of measurement equivalence (Modern test theory Theory)(Track B)	Track A :Sinkovics, Penz, and Ghauri (2008); Andersen and Skaates (2004)	Track A: Create understanding of and preparedness for comparability and potential of qualitative data in cross-cultural research	A: Holzmueller
					Track B: Salzberger and Sinkovics (2006); Ewing, Salzberger and Sinkovics (2005); Singh (2004); Baumgartner and Steenkamp (2001), Salzberger and Koller (2013)	Track B: Create basic understanding of alternative methods to assess comparability Learn how culture can be incorporated in quantitative analysis	B. Salzberger
			<i>Tea and coffee</i>				
	10.15-11.45	D119	Workshop: Review and assessment of good practice studies in explorative cross-cultural research (Track A)	Eighth step: The role of culture in quantitative data analysis III: Actual consideration of equivalence in empirical research. Modeling culture in a structural model; Addressing measurement equivalence in the course participants’ projects (Track B)	Track A: t.b.a .	Track A: Develop skills which allow identifying strength and weaknesses of published work.	A: Holzmueller
					Track B: He, Merz, and Alden (2008);	Track B: Applicability to course participants’ projects	B. Salzberger
			<i>Lunch</i>				

	12.30-14.00	D119	Group discussion/ Workshop I: Revision of individual research proposals which reflect the insights gained through the lectures and discussions in Track A Please, discuss and prepare in teams a further advanced version of your research proposal. Present and discuss it with the peer group.	Eighth step: <i>Workshop: Applicability to your own research project, Assessment of measurement equivalence using a data set from an empirical study (Track B)</i>		Track A: Use peers and the whole group of participants to further advance research designs of doctoral work	A: Holzmueller
			<i>Tea and coffee</i>				
	14.30-16.00	D119	Group discussion/ Workshop II: Revision of individual research proposals which reflect the insights gained through the lectures and discussions in Track A	Workshop: Review and assessment of good practice studies in confirmative cross-cultural research (Track B)		Track A: Use peers and the whole group of participants to further advance research designs of doctoral work	A: Holzmueller
						Track B: Develop skills which allow identifying strength and weaknesses of published work	B. Salzberger
Fri. June 2 nd	08.30-09.45	D119	Future steps: Emerging themes in cross-cultural marketing research			Create awareness for new concepts and research trends with regard to cultural research (Heterogeneity, individual multi-culturalism, cultural constructivism)	Holzmueller
			<i>Tea and coffee</i>				
	10.15-12.15 12.15-12.30	D119	<i>Workshop in small groups in 3x45 minutes carousel format, allowing student to discuss take home aspects for their PhD proposals</i> Closing the course				Holzmueller, Nijssen, Salzberger, Larimo

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Further readings:

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