

**Das Kursangebot zur  
Unterstützung der  
Doktorandenausbildung  
in der BWL**

**des Verbandes der  
Hochschullehrer für Betriebswirtschaft e. V.**

**VHB**  
**pro dok**



ProDok-Faculty: Karen Gedenk, Christine Legner, Rolf Uwe Fülbier,  
Karl Inderfurth, Georg Schreyögg (Sprecher), Andreas Walter

<http://prodok.org>

# KURSVERZEICHNIS 2017

(Alle Kurse sind 6 ECTS/LP-Kurse mit 4 Tagen Präsenz)



## A. DEPARTMENTÜBERGREIFENDE METHODENKURSE

Überblickskurse	Spezialkurse
Applied Regression Analysis <i>Georg von Graevenitz / Stefan Wagner</i> 16.-19.05.2017, Berlin	Endogeneity <i>Dominik Papies</i> 27. – 30.09.2017, Tübingen
Qualitative Research Methods <i>Georg Schreyögg / Jana Costas</i> 21.-24.03.2017, Berlin	Design Science <i>Jan vom Brocke / Robert Winter</i> 22. – 25.08.2017, St. Gallen
Qualitative Methods in Management Research <i>Thomas Wrona / Jana Costas</i> 10.-13.10.2017, Hamburg	Simulation Modelling for Business Research <i>Catherine Cleophas</i> 10.-13.04.2017, Aachen
Philosophy of Science <i>Rolf Brühl / Thomas Wrona</i> 07 – 10.11.2017, Berlin	Quantitative and Qualitative Content Analysis <i>Nadine Kammerlander / Josip Kotlar</i> 18. – 21.09.2017, Düsseldorf
	Experimental Research and Behavioral Decision Making <i>Christian D. Schade</i> 26.-29.09.2017, Berlin

## B. DEPARTMENTSPEZIFISCHE KURSE

I. Accounting (R. U. Fülbier)	II. Finance (A. Walter)	III. Management (G. Schreyögg)
Advanced Topics in Analytical Accounting <i>Ralf Ewert</i> 11.-14.9.2017, Frankfurt am Main	Advanced Topics in Corporate Finance Research <i>Christoph Schneider / Markus Schmid</i> 09.-12.09.2017, Berlin	Advanced Topics in Organization Theory <i>Jörg Sydow / Elke Schüßler</i> 04.-07.04.2017, Berlin
Advanced Topics in Qualitative Empirical Accounting Research <i>Martin Messner / Christoph Pelger</i> 4.-7.9. 2017, Innsbruck	Advanced Topics in Asset Pricing and Capital Market Research <i>Erik Theissen / Joachim Grammig</i> 16-19.08.2017, Frankfurt am Main	Advanced Topics in Strategic Management Research <i>Thomas Mellewigt / Michael J. Leiblein</i> 04.-07.09.2017, Berlin
IV. Marketing (K. Gedenk)	V. Operations (OM/OR) (K. Inderfurth)	VI. Business Information Systems Engineering (Ch. Legner)
Advanced Topics in Digital Marketing <i>Bernd Skiera</i> 18-21.09.2017, Frankfurt am Main	Advanced Methods of Mathematical Programming <i>Knut Haase</i> 09.-12.10.2017, Hamburg	Advanced Topics in Information Systems Theory <i>Benjamin Müller / Dorothy Leidner</i> 18.-21.07.2017, Hamburg
Advanced Topics in Marketing Theory <i>Florian von Wangenheim / Markus Zimmer</i> 06.-09.02.2017, Zürich	Probabilistic Models and Stochastic Programming <i>Stefan Helber</i> 27.-30.03.2017, Hannover	Data Science as Research Method <i>Oliver Müller</i> 09.-12.10.2017, Frankfurt am Main

# KURSVERZEICHNIS 2018 (VORLÄUFIG)

(Alle Kurse sind 6 ECTS/LP-Kurse mit 4 Tagen Präsenz)



## A. DEPARTMENTÜBERGREIFENDE METHODENKURSE

Überblickskurse	Spezialkurse
Applied Regression Analysis	Design Science
Qualitative Research Methods	Bayesian Statistics
Survey Research Methods <i>Marko Sarstedt / Christian Ringle</i>	Methods of Interviewing
	Meta-Analysis <i>Tammo Bijmolt</i>
	Current Issues in Business Research Methods

## B. DEPARTMENTSPEZIFISCHE KURSE

I. Accounting (R. U. Fülbier)	II. Finance (A. Walter)	III. Management (G. Schreyögg)
Advanced Topics in Quantitative Empirical Accounting Research	Advanced Topics in Asset Pricing and Capital Market Research	Advanced Topics in Strategic Management Research <i>Thomas Mellewig / Michael J. Leiblein</i> <i>11.-14.06.2018, Berlin</i>
Advanced Topics in Tax Research	Advanced Topics in Corporate Finance Research	Advanced Topics in Human Resource Management Research
Advanced Topics in Experimental Accounting Research <i>Markus C. Arnold</i> <i>05.-08.06.2018</i>		Advanced Topics in Organizational Behavior Research
IV. Marketing (K. Gedenk)	V. Operations (OM/OR) (K. Inderfurth)	VI. Business Information Systems Engineering (Ch. Legner)
Advanced Topics in Digital Marketing	Advanced Topics in Supply Chain Management	Advanced Topics in Information Systems Theory
Advanced Topics in Marketing Theory	Design and Application of Modern Heuristics	Data Science as Research Method
		Current Issues in Information Systems Research: Blockchain <i>Roman Beck</i> <i>Oktober 2018, Frankfurt am Main</i>

# GESAMTÜBERBLICK KURSE

A. DEPARTMENTÜBERGREIFENDE METHODENKURSE	
<b>Überblickskurse</b>	
1. Applied Regression Analysis	3. Philosophy of Science
2. Qualitative Research Methods	4. Survey Research Methods
<b>Spezialkurse</b>	
5. Endogeneity	8. Quantitative and Qualitative Content Analysis
6. Design Science	9. Bayesian Statistics
7. Simulation Modelling for Business Research	10. Methods of Interviewing
	11. Meta-Analysis
	12. Current Issues in Business Research Methods
	13. Experimental Research and Behavioral Decision Making

B. DEPARTMENTSPEZIFISCHE KURSE					
<b>I. Accounting (Fülbiel)</b>	<b>II. Finance (Walter)</b>	<b>III. Management (Schreyögg)</b>	<b>IV. Marketing (Gedenk)</b>	<b>V. Operations (OM/OR) (Inderfurth)</b>	<b>VI. Business Inf. Systems Engineering (Legner)</b>
1. Advanced Topics in Analytical Accounting Research	1. Advanced Topics in Corporate Finance Research	1. Advanced Topics in Organization Theory	1. Advanced Topics in Digital Marketing	1. Advanced Methods of Mathematical Programming	1. Advanced Topics in Information Systems Theory
2. Advanced Topics in Qualitative Empirical Accounting Research	2. Advanced Topics in Asset Pricing and Capital Market Research	2. Advanced Topics in Strategic Management Research	2. Advanced Topics in Marketing Theory	2. Probabilistic Models and Stochastic Programming	2. Data Science
3. Advanced Topics in Quantitative Empirical Accounting Research	3. Advanced Topics in Behavioral Finance Research	3. Advanced Topics in Human Resource Management Research		3. Information Systems: Acceptance, Adoption and Use	3. Information Systems: Acceptance, Adoption and Use
4. Advanced Topics in Tax Research		4. Advanced Topics in Organizational Behavior Research		4. Advanced Topics in Supply Chain Management Research	4. Enterprise Modelling and Architecture (incl. Business Processes)
5. Advanced Topics in Experimental Accounting Research				4. Design and Application of Modern Heuristics	5. Current Issues in Information Systems Research
6. Advanced Topics in Normative Accounting Research					

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Alle Kurse finden regelmäßig bedarfsorientiert in ein- bzw. zweijährigem Rhythmus statt.