

Discipline: Methods

1. Language

English

2. Title

Meta-Analysis for Management Research

3. Lecturer

Prof.dr Tammo H.A. Bijmolt

4. Date and Location

March 20-23, 2018; Hamburg

5. Course Description

5.1 Abstract and Learning Objectives

In all fields within Management, numerous effects have been studied multiple times, and summarizing the existing empirical findings may result in an important scientific contribution. For example, one could determine the overall effect of a particular marketing instrument (price, advertising, etc) on sales and whether the effect depends on market characteristics, study design, or other moderators. Meta-analysis encompasses a broad set of methods to conduct a systematic, quantitative review of the literature in order to derive empirical generalizations. As such, conducting a meta-analysis is an excellent project for a PhD student or other (junior) researcher having to review the literature on a particular topic.

This workshop will deal with methods for conducting a meta-analysis. The purpose is to train the participants to conduct and publish a high-quality scientific meta-analysis within the broad field of management research. The seminar will deal with the entire meta-analysis research process, from problem formulation, literature search, coding of the effects, analysis, to reporting and publishing the findings.

The emphasis is on knowledge and skills needed to conduct a meta-analysis, not only on the statistical details. All steps of the meta-analysis process (including the statistical analyses) will be demonstrated and practiced in assignments during the workshop. In addition, all topics will be illustrated by means of actual meta-analysis examples. Participants will be informed about relevant literature (textbooks and journal articles) and software supporting meta-analysis projects. In particular, most analyses will be demonstrated using R.

5.2 Content

Topics that will be covered include:

- Role of empirical generalizations in science
 - Why conduct a meta-analysis?
 - When to conduct a meta-analysis?
 - Identifying a topic for a meta-analysis
 - Role of replication studies
- Overview of approaches to conduct meta-analysis
- Collecting and selecting publications
 - Coding of studies
 - Evaluating study quality
- Analyzing effect sizes:
 - Publication bias (causes, consequences, tests, corrections)
 - Type of effect sizes
 - Transformations of effects
 - Within- and between study variation
 - Homogeneity tests
 - Overview of potential moderators
 - Meta-regression, random- and fixed-effects
 - Multi-level meta-regression
 - Corrections for study artifacts
 - Structural equation modeling approach
 - Using meta-analysis methods within a single article
- Using meta-analytic findings: the next steps in scientific progress.
- Reporting and publishing meta-analytic findings

5.3 Schedule (including start and end time)

This is a four-day workshop, with sessions 09.00-12.00 and 13.00-16.00 (with a short break in both sessions, and lunch 12.00-13.00) each day.

5.4 Course format

This workshop contains lecture-type sessions and sessions in which participants can practice and work on assignments.

6. Preparation and Literature

6.1 Prerequisites

Knowledge of basic statistical methods. Experience with the software package R would be helpful but is not essential.

6.2 Essential Reading Material

None

6.3 Additional Reading Material

The following textbook on meta-analysis is highly recommended: Borenstein, Hedges, Higgins, and Rothstein (2009), *Introduction to Meta-Analysis*; Wiley. In addition, a series of papers on meta-analysis will be discussed and made available during the workshop.

6.4 To prepare

Install R and RStudio on your computer.

7. Administration

7.1 Max. number of participants

20

7.2 Assignments

Yes, multiple assignments on the various steps in the meta-analysis process.

7.3 Exam

Attendance, active participation, presentations, and successful finishing the assignments.

7.4 Credits

6 ECTS