

Discipline: Business Research (General) / Survey Research Methods

1. Language / Sprache

English

2. Title / Titel

Survey Research Methods

3. Lecturer / Referent

Prof. Dr. Sascha Raithel, Freie Universität (FU) Berlin

Prof. Dr. Christian M. Ringle, Technische Universität Hamburg (TUHH)

Prof. Dr. Marko Sarstedt, Otto-von-Guericke-Universität (OVGU) Magdeburg

4. Date and Location / Zeitraum und Veranstaltungsort

11.-14.09.2018

Freie Universität Berlin, Garystraße 21, 14195 Berlin, Germany, Room 103

5. Course Description / Kursbeschreibung

5.1 Abstract and Learning Objectives / Zusammenfassung und Lernziele

Despite the availability of vast amounts of secondary data, there is little doubt that survey research still plays a major role in business research. Carefully conducted surveys allow researchers to gain an understanding of the nature of and relationships between unobserved conceptual variables and offer insights into consumers' behavioral intentions. While it may seem easy to create a questionnaire (just ask what you want to know, right?), there are many issues that could turn good intentions into bad results. Designing questionnaires to measure unobserved conceptual variables also requires a sound understanding of measurement theory and the steps involved in the operationalization of constructs. The first part of this course is designed to familiarize participants with the key design choices for good surveys and the principles of measurement theory.

Complementing these topics, the second of the course introduces participants to partial least squares structural equation modeling (PLS-SEM), a method that has recently gained massive dissemination in a variety of business research fields. More precisely, the course aims offers an introduction to PLS-SEM by familiarizing participants with the principles of model estimation and evaluation. Complementing these basic topics, the course also discusses advanced topics related to measurement issues in PLS-SEM (e.g., higher-order modeling, confirmatory tetrad analysis, measurement invariance). Practical applications and the use of the software application SmartPLS 3 (<http://www.smartpls.com>) are an integral part of this course.

5.2 Content / Kursinhalt

- Survey design
- Measurement theory (conceptualization and operationalization of constructs)
- Principles of PLS-SEM (model estimation and evaluation)
- Advanced issues in PLS-SEM related to measurement issues (confirmatory tetrad analysis, higher-order modeling, measurement invariance)

5.3 Schedule (including start and end time / Zeitplan (inkl. Start- und Endzeit))

Day I (11.09.2018)

Time	Content
09:00 – 10:30	Principles of survey research
<i>10:30 – 11:00</i>	<i>Break</i>
11:00 – 12:30	Principles of survey research
	Sampling theory
<i>12:30 – 13:30</i>	<i>Lunch break</i>
13:30 – 15:00	Measurement theory (I)
<i>15:00 – 15:30</i>	<i>Break</i>
15:30 – 17:00	Measurement theory (II)

Day II (12.09.2018)

Time	Content
09:00 – 10:30	Principles of structural equation modeling
<i>10:30 – 11:00</i>	<i>Break</i>
11:00 – 12:30	Principles of PLS-SEM
<i>12:30 – 13:30</i>	<i>Lunch break</i>
13:30 – 15:00	Measurement model evaluation in PLS-SEM
<i>15:00 – 15:30</i>	<i>Break</i>
15:30 – 17:00	Measurement model evaluation in PLS-SEM

Day III (13.09.2018)

Time	Content
09:00 – 10:30	Structural model evaluation in PLS-SEM
<i>10:30 – 11:00</i>	<i>Break</i>
11:00 – 12:30	Structural model evaluation in PLS-SEM
<i>12:30 – 13:30</i>	<i>Lunch break</i>
13:30 – 15:00	Confirmatory tetrad analysis (CTA-PLS)
<i>15:00 – 15:30</i>	<i>Break</i>
15:30 – 17:00	Higher-order modeling

Day IV (14.09.2018)

Time	Content
09:00 – 10:30	Heterogeneity in PLS path models
<i>10:30 – 11:00</i>	<i>Break</i>
11:00 – 12:30	Measurement invariance testing
<i>12:30 – 13:30</i>	<i>Lunch break</i>
13:30 – 15:00	Multigroup analysis
<i>15:00 – 15:30</i>	<i>Break</i>
15:30 – 17:00	Wrap-up, Q&A

5.4 Course format / Kursformat

The course consists of a series of presentations and exercises. Most of the workshop will involve “hands-on” analysis of the dataset using the statistical SmartPLS 3 software, which offers an easy-to-use graphical interface. The software output diagnostics and proper interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the technique will be introduced. The dataset from the book on PLS-SEM (Sage, 2017) by Hair, Hult, Ringle, and Sarstedt will be used for demonstration purposes.

6. Preparation and Literature / Vorbereitung und Literaturhinweise

6.1 Prerequisites / Voraussetzungen

Participants should have a basic understanding of statistical concepts (e.g., correlation, covariance, standard deviations). A basic knowledge of multivariate statistics and SEM techniques is helpful, but not required. Participants must bring a laptop with the SmartPLS 3 software readily installed. The software is available free of charge from www.smartpls.com. The course participants will get a free 60 days license key to run all functionalities of the SmartPLS 3 software.

6.2 Essential Reading Material / Pflichtlektüre

Hair, Joe F.; Tomas Hult; Christian M. Ringle und Marko Sarstedt (2017). *A Primer on Partial Least Squares Path Modeling (PLS-SEM)*, 2nd edition, Thousand Oaks: Sage.

Hair, Joe F.; Marko Sarstedt; Christian M. Ringle und Sigggi P. Gudergan (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Thousand Oaks: Sage.

Sarstedt, Marko; Joe F. Hair; Christian M. Ringle; Kai O. Thiele und Siegfried P. Gudergan (2016). “Estimation Issues with PLS and CBSEM: Where the Bias Lies!,” *Journal of Business Research*, 69(10), 3998-4010.

Sarstedt, Marko; Joe F. Hair und Christian M. Ringle (2018). “Partial Least Squares,” In: Christian Homburg, Martin Klarmann, and Arndt Vomberg (Hrsg.): *Handbook of Market Research*, Berlin: Springer.

6.3 Additional Reading Material / zusätzliche Lektüre

Hair, Joe F.; G. Tomas M. Hult; Christian M. Ringle; Marko Sarstedt und Kai O. Thiele (2017). “Mirror, Mirror on the Wall: A Comparative Evaluation of Composite-based Structural Equation Modeling Methods,” *Journal of the Academy of Marketing Science*, 45(5), 616-632.

Rigdon, Edward E.; Marko Sarstedt und Christian M. Ringle (2017). “On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations,” *Marketing. Zeitschrift für Forschung und Praxis*, 39(3), 4-16.

6.4 To prepare / Vorarbeiten

All participants are required to read the following chapter prior to the course:

Sarstedt, Marko; Joe F. Hair und Christian M. Ringle (2018). "Partial Least Squares," In: Christian Homburg, Martin Klarmann, and Arndt Vomberg (Hrsg.): *Handbook of Market Research*, Berlin: Springer.

7. Administration

7.1 Max. number of participants / Maximale Teilnehmerzahl

25

7.2 Assignments & Exam / Aufgaben & Prüfungsleistung

Active participation in discussions (50%) and in class exercises (50%)

7.3 Credits / Punkte

This course is eligible for 6 ECTS.