



EDEN Doctoral Seminar on  
Methods and Methodology in Cross Cultural Research

**June 8-12, 2015**  
**Vaasa University, Vaasa, Finland**

**Organizers**

**KATAJA (The Finnish doctoral program in business studies)**  
**FIGSIB (The Finnish graduate school of international business)**

**Syllabus (preliminary)**

**Preliminary Programme**

Day	Time	Room	Subject	Readings	Learning objectives	Instructor
Mon. June 8	14.00-15.00	D119	Welcoming words Brief round of introduction (instructors and participants)	Research proposals	Creating cultural awareness/ sensitivity	Larimo  Holzmueller, Nijssen, Salzberger
	15.30-17.00		Initial lecture: Defining cross cultural research a. Introduction to the international /cultural domain b. Explanation of the course structure and topics			
	17.30-19.00		<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. June 9	08.00-09.00	D119	First step: Specification of international focus a. Culture, b. Perennial problems, c. Steps framework to solid cross-cultural research	Holzmueller, Nijssen, and Singh (2006); Taras, Rowney, and Steel (2009)	Create awareness for culture, and providing a process framework of cross-cultural research	Holzmueller
	09.00-10.00		<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>			
	10.30-12.00	D119	Second step: Conceptualization/ Operationalization of International Domain	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>			

	13.00-14.30	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>			
	15.00-17.00	D119	Third and fourth step: Modeling of international & substantive mechanism/ Inclusion of competing explanations & effects  a. Multicultural minds experiments b. Institutional theory	Yaprak (2008); Briley and Aaker (2006); When does culture matter? Kostova and Roth (2002)	Familiarize participants with alternative approaches to comparative research in the international arena.	Nijssen
	17.00-18.00		<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. June 10	08:00-09:30		Fifth step: Implementation of cultural sensitivity and fighting hidden bias/ Research paradigms in cross-cultural research  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>			
	10.00-11.30	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>			
	13.00-14.30	D119	Seventh step: Cross-cultural field work and data collection execution – Qualitative paradigm (Session 1)	Watkins (2010); Welch et al. (2010)	Create understanding of weaknesses and strengths in doing research in alien cultures	Holzmueller
			<i>Tea and coffee</i>			
	15.00-16.30	D119	Seventh step: Cross-cultural field work and data collection execution – Quantitative paradigm (Session 2)	Douglas and Craig (2006); Hult et al. (2008); Salzberger et al. (2009); McKenna et al. (2013)	Create basic understanding of equivalence concepts and the resulting complexity of doing quantitative research cross-culturally	Salzberger
	17.00-19.00	D119	<i>Workshop: Re-thinking research designs for participants' projects / doctoral work</i>	-	Applicability to my own research	All
Thurs. June 11	08.00-09.30	D119	Eighth step: Equivalence assessment and data analyses after data collection - Qualitative (Session 1)	Sinkovics, Penz, and Ghauri (2008); Andersen and Skaates (2004)	Create understanding of and preparedness for comparability and potential of qualitative data in cross-cultural research	Holzmueller
			<i>Tea and coffee</i>			
	10.00-11.30	D119	Eighth step: The role of culture in quantitative data analysis I: Assessment of measurement equivalence (Factor Analysis) (Session 2)	Schaffer and Riordan (2003); Steenkamp and Baumgartner (1998); Salzberger and Sinkovics (2006)	Create basic understanding of the concept of measurement equivalence and the standard method to assess comparability	Salzberger
			<i>Lunch</i>			

	13.00-14.30	D119	Eighth step: The role of culture in quantitative data analysis II: Assessment of measurement equivalence (Item Response Theory), Response biases Actual consideration of equivalence in empirical research Modeling culture in a structural model (Session 3)	Salzberger and Sinkovics (2006); Ewing, Salzberger and Sinkovics (2005); Singh (2004); Baumgartner and Steenkamp (2001) He, Merz, and Alden (2008); Salzberger and Koller (2013)	Create basic understanding of alternative methods to assess comparability  Learn how culture can be incorporated in quantitative analysis	Salzberger
			<i>Tea and coffee</i>			
	15.00-16:30	D119	Eighth step: <i>Workshop: Applicability to your own research project, Assessment of measurement equivalence using a data set from an empirical study (Session 4)</i>		Applicability to own research project	Salzberger
Fri. June 12	08.00-09.00	D119	Future steps: Emerging themes in cross-cultural marketing research		Create awareness for new concepts with regard to cultural research	Holzmueller
			<i>Tea and coffee</i>			
	09.30-11.30  11.40-12.00	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

**References**

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**Further readings:**

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Davidov E., Schmidt P., & Billiet, J. (Eds.) (2010), Cross-Cultural Analysis: Methods and Applications (European Association of Methodology), New York, NY & Hove, East Sussex: Taylor & Francis, ISBN-10: 1848728220, ISBN-13: 978-1848728226

Harkness, J.A., Van de Vijver, F.J.R., & Mohler, P.Ph. (eds), (2003) Cross-Cultural Survey Methods, New Jersey: Wiley-Interscience, ISBN 0 471 38526 3

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