

AIB-UK & Ireland Research Methods Workshop 2022

Henley Business School, University of Reading

6-7 April 2022

Deadline for applications:

17 February 2022

Rigorous empirical research methods are an essential part of International Business research. This workshop, organised by the UK & Ireland Chapter of the Academy of International Business, in collaboration with the John Dunning Centre for International Business at the Henley Business School, will offer practical advice to doctoral students and early career researcher on key aspects of qualitative and quantitative empirical research methods, with a special focus on IB applications. In particular, it will:

- provide guidance to help international business scholars navigate the complexity of IB research and suggestions for how to *rule out alternative explanations*, covering both qualitative and quantitative studies.
- elaborate on the need for *transparency* of the research process, including practices to conducting, reporting, and discussing the results of quantitative hypothesis-testing research and meta-analyses
- methodologically demonstrate how to detect and deal with *endogeneity* bias that can lead to inconsistent estimates and incorrect inferences, and may provide misleading conclusions and inappropriate theoretical interpretations.
- introduce fuzzy-set Qualitative Comparative Analysis (fsQCA) and discuss how scholars can rigorously utilize fsQCA to advance international business theory.

The workshop is structured around four sessions over two half-days lead by distinguished IB scholars, such as Ulf Andersson (Mälardalen University), Sjoerd Beugelsdijk (University of Groningen), Ghasem Zaefarian (University of Leeds), Anne Jacqueminet (Bocconi University).

PRELIMINARY PROGRAM

Wednesday 6 April 2022	
13.00 to 13.45	Registration
13.45 to 14.00	Welcome
14.00 to 16.00	Ulf Andersson (Mälardalen University) Can I trust your findings? Ruling out alternative explanations in IB research
16.00 to 16.15	Break
16.15 to 18.15	Sjoerd Beugelsdijk (University of Groningen) Changing expectations: transparency, transparency, transparency
Thursday 6 April 2022	
9.00 to 11.00	Ghasem Zaefarian (University of Leeds) Addressing endogeneity in IB research
11.00 to 11.15	Break
11.15 to 13.15	Anne Jacqueminet (Bocconi University) fsQCA and its application in IB

MODE OF DELIVERY

This workshop is delivered in hybrid mode. It is designed for face-to-face delivery, and participants are encouraged to attend in person to benefit from face-to-face interactions, but those who are unable to travel to Reading will be able to attend the live sessions online via MS Teams.

LOCATION

The workshop will be hosted at Henley Business School at the Whiteknights Campus.

The Whiteknights campus is located about two kilometres from the Reading railway station and town centre. The venue is easily accessible by car and public transport. For suggestions on hotel accommodation, please see the conference website at <https://www.aib-uki.org/conference.html>

Reading is served by regular rail services and is well connected to central London and Heathrow.

FEES

The registration fee for the workshop is £50. The fee is waived for participants registered at the 48th AIB-UKI / 8th Reading IB Conference.

APPLICATION PROCESS

To apply for the AIB-UKI Research Method Workshop 2022, please complete an [online application form](#), and email the following supporting documents to [Jana Oslejova](#):

- a CV
- an academic reference supporting the application

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CONTACT

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For further details visit us at <http://www.aib-uki.org/conference.html>