



RESEARCH SPOTLIGHT BY MSU & TAMU CIBERS

The Use of Meta-Analysis in International Business Research: Its Current Status and Suggestions for Better Practice

For this webinar, we invited three well-established international business/marketing scholars. Our panelists will discuss the use of meta-analysis as a methodological tool in international business and global marketing research. Specifically, panelists will cover contemporary conceptual and methodological best practices that need to be considered when they conduct meta-analyses. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

FEATURED SPEAKERS



SJOERD BEUGELSDIJK
University of Groningen



AHMET KIRCA
Michigan State University



IRINA KOZLENKOVA
University of Virginia

KEY TAKEAWAYS

- Learn areas of research opportunity that can best be explored via meta-analysis
- Gain insights into the best practices for different stages of the meta-analytic research process
- Tips related to best practices for designing and executing meta-analyses for publication in the international business/marketing literature

CO-HOSTS



AHMET KIRCA
Michigan State University



DAVID A. GRIFFITH
Texas A&M University



**FRIDAY,
FEBRUARY 24**



**12:00 PM -
1:30 PM EST**

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