



**CALL FOR APPLICATION**  
**(Application Deadline: 1 March, 2010)**

## PhD Course

### Methods and Methodology in International and Cross Cultural Comparative Research

**April 12-16, 2010**  
Nordic Centre, Fudan University, Shanghai

#### **Organizers**

KATAJA (The Finnish doctoral program in business studies)  
School of Management at Fudan University



University of Shanghai

#### **Aim**

There is an increasing trend in management research to conduct cross-cultural, cross-national and cross-disciplinary studies. Methods and methodology for comparative studies, however, require special knowledge and special skills. Researchers involved in cross-cultural comparative projects need to be familiar with the cross-cultural research methods and even be able to create novel methods and techniques in order to increase the validity, reliability, and trustworthiness of cross-cultural research. The empirical design becomes even more complicated, when studies are conducted in transitional and developing economies like China.

The course/seminars provide knowledge in:

- conducting cross-cultural research
- quantitative and qualitative cross-cultural comparative methodology
- doing cross-cultural collaborative research
- doing research in transitional and developing economies
- doing research outside your own home country.



### **Learning objectives**

After the course the participants *are familiar* with relevant methodological literature on cross-cultural methods. They *are able* to use the literature as a guideline for their own methodological choices. The participants *will understand* the difficulties but also the opportunities of conducting cross-cultural research. The participants will *receive knowledge, understanding and preparedness* to independently develop skills in conducting empirical cross-cultural research.

### **Target group**

Doctoral students and post doctoral researchers who are conducting or are aiming to conduct comparative cross-national/cultural or international research. The participants should be doctoral students or faculty members at Fudan or Shanghai University or any of the member universities of KATAJA or Nordic Centre at Fudan University.

### **Amount of participants**

Maximum 25 participants will be accepted to the course.

### **Instructors**

- *Professor Edwin Nijssen, Technical University Eindhoven, the Netherlands*  
Field: Use of borrowed scales, experiences from cross-cultural research
- *Professor Hartmut H. Holzmueller, TU Dortmund University, Germany*  
Field: Multicentric team management, experiences from cross-cultural research
- *Assistant Professor Pia Polsa, HANKEN School of Economics, Finland and visiting scholar at Fudan University, School of Management, China*  
Field: Doing research outside researcher's home country, qualitative cross-cultural research, use of multiple methods
- *Professor Thomas Salzberger, Wirtschaftsuniversität Wien, Austria*  
Field: Emic and etic methodology, quantitative cross-cultural research
- *Associate Professor Laura Traavik, BI Norwegian School of Management, Norway*  
Field:

### **Examination**

In order to pass the course you are required to

- read literature for each session (see the preliminary program)
- be active during the sessions
- send in for all participants one page research proposal with emphasis on methods ONE week before the start of the course



- prepare for 4 ppt slides for your brief research proposal presentation in the beginning of the course
- hand in a revised research proposal focusing on cross-cultural methods one month after the course that reflects ALL the course literature (articles, books, and slides) as well as other information given during the course (ca. 15 pages)
- in order to get credits you need to pass all the above parts of the course.

### Application

Application form is filled out online [HERE](#). The link might not work in mainland China, in that case, please download the excel form [HERE](#), fill it out and send it to [crosscultural@nordiccentre.org](mailto:crosscultural@nordiccentre.org)  
A CV should be also sent to [crosscultural@nordiccentre.org](mailto:crosscultural@nordiccentre.org)  
Deadline for submitting applications is: 1 March 2010

### ORGANIZERS

**KATAJA**

[The Finnish doctoral program in business studies](#)



[University of Shanghai](#)



[Nordic Centre](#)



[Fudan University](#)

### THE NORDIC CENTRE – [WWW.NORDICCENRE.ORG](http://WWW.NORDICCENRE.ORG)

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**China:** [Fudan University](#) **Denmark:** [Aalborg University](#) | [Aarhus University](#) | [Copenhagen Business School](#) | [University of Copenhagen](#) **Finland:** [Aalto University](#) | [HANKEN School of Economics](#) | [University of Eastern Finland](#) | [University of Helsinki](#) | [University of Tampere](#) | [University of Turku](#) **Iceland:** [University of Iceland](#) **Norway:** [Norwegian School of Economics & Business Administration](#) | [Norwegian School of Management BI](#) | [Norwegian University of Science & Technology](#) | [University of Bergen](#) | [University of Oslo](#) **Sweden:** [Karolinska Institutet](#) | [Linköping University](#) | [Lund University](#) | [Royal Institute of Technology](#) | [Stockholm University](#) | [Uppsala University](#) | [Umeå University](#) | [University of Gothenburg](#) **Nordic:** [NIAS – Nordic Institute of Asian Studies](#)

**Preliminary Programme**

<b>Day</b>	<b>Time</b>	<b>Room</b>	<b>Subject</b>	<b>Readings</b>	<b>Goal</b>	<b>Instructor</b>
Mon.	7 h		Brief round of introduction (instructors and participants) Short presentations of participant projects (max. 4 ppt slides) Introduction to the international /cultural domain	Research proposals	Creating cultural awareness/ sensitivity	Nijssen, Holzmueller, Salzberger and Polša
			<i>Welcome Dinner</i>	-	To get to know each other	All
Tues.	2 h		Examples of international, cross-national, and cross-cultural research	Wulf, Odekerken-Schröder & Iacobucci (2001) Steenkamp & Wedel (1999)	Create awareness for the difference between cross-national versus cross-cultural research	Nijssen
			<i>Tea and coffee</i>			
	2 h		Planning international / cross-national research projects- nine steps to solid research in the cultural arena	Holzmueller, Nijssen, and Singh (2006)		Holzmueller
			<i>Lunch</i>			
	2 h		Examples of institutional and value based cross-cultural research	Iyer (1997) Kostova and Roth (2002) Javidan, House, Dorfman, Hanges, and de Luque (2006)		Nijssen
			<i>Tea and coffee</i>			
		<i>Workshop: Conceptualization of culture and identification of a theoretical basis for participant projects and doctoral work</i>	-	Applicability to my own research	All	
Wed.	2 h		Establishing equivalence in the research process: construct, response styles	Baumgartner & Steenkamp (2001)	Basic understanding of different response styles and requirements	Salzberger
			<i>Tea and coffee</i>			
	2 h		Scale development, instrument design and borrowed scales / data collection procedures	Douglas and Nijssen (2003)	Increase emic sensibility	Nijssen and Holzmueller
			<i>Lunch</i>			
	2 h		Quantitative Assessment of Data Equivalence	Singh (2004) Steenkamp & Baumgartner (1998) Salzberger (1999)		Salzberger
<i>Tea and coffee</i>						
		<i>Workshop: Please, prepare in teams seminar of Qualitative assessment of data equivalence by analyzing methods' sections of Owusu and Welch (2007) and Knight, Holdsworth, and Mather (2006)</i>	-	Preparation of seminar. Applicability to my own research	All	

Thurs.	2 h		Mono country studies in foreign environment: Emic and etic research design	Some of the chapters 3, 18-22 in Marschan-Piekkari & Welch (2004), Kjeldgaard, Faurholt, & Ger (2006), Ekström (2006)	Reflecting over weaknesses and strengths in doing research in alien cultures	Polsa
			<i>Tea and coffee</i>			
	2 h		Assessment of qualitative data equivalence	Owusu & Welch (2007), Knight, Holdsworth, & Mather (2006), Polsa (2007)	Comparability and potential of qualitative data in cross-cultural research	Polsa
			<i>Lunch</i>			
	2 h		Coordination of collaborative international / cross-cultural research and outsider view on a research setting.	Easterby-Smith & Malina (1999), Teagarden et al. (1995)		Holzmueller, Nijssen
			<i>Tea and coffee</i>			
			<i>Workshop: Re-thinking research designs for participants' projects / doctoral work</i>		Applicability to my own research	All
Fri.	2 h		Emerging Themes in Cross-Cultural Research			Holzmueller
	6 h		Individual Feedback / de-briefing			All
			Farewell			All

<b>Further reading:</b>	<p>Marschan-Piekkari R. and Welch C. (eds), (2004) <u>Handbook of Qualitative Research Methods for International Business</u>, Cheltenham, UK and Northampton, MA: Edward Elgar, ISBN 1 84376 083 5</p> <p>Harkness J.A., Van de Vijver F.J.R. and Mohler P.Ph. (eds), (2003) <u>Cross-Cultural Survey Methods</u>, New Jersey: Wiley-Interscience, ISBN 0 471 38526 3</p> <p>Craig, C.S. and Douglas, S.P. (2005) <u>International Marketing Research</u>, Chichester: John Wiley &amp; Sons. Ltd, ISBN 978 0 470 01095 2</p>
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