



Registration

- **Participation** in this seminar is **free of charge**. The seminar costs will be covered by the Institute of Business Economics and Industrial Sociology as well as the Faculty of Mechanical Engineering and Economic Sciences of TU Graz.
- **Registration** is open until **October 9th 2018**. The number of participants is limited to the max. of **12 persons**. The „first registration - first serve“ principle will be applied, as long as the participants fits into the target group.
- Registration is managed by Dipl.-Ing. Sigrid Swobodnik, BSc.
E-mail: [sigrid.swobodnik\(at\)tugraz.at](mailto:sigrid.swobodnik(at)tugraz.at)

Venue

Graz University of Technology
BWL Seminar Room, NT02100
Kopernikusgasse 24, 2nd Floor
8010 Graz, Austria

Organisation

Institute of Business Economics and Industrial Sociology
Working Group „Industrial Marketing, Purchasing and Supply Management“
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For any questions regarding the contents of this seminar please do not hesitate and contact Prof. Dr. Bernd M. Zunk
E-mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)

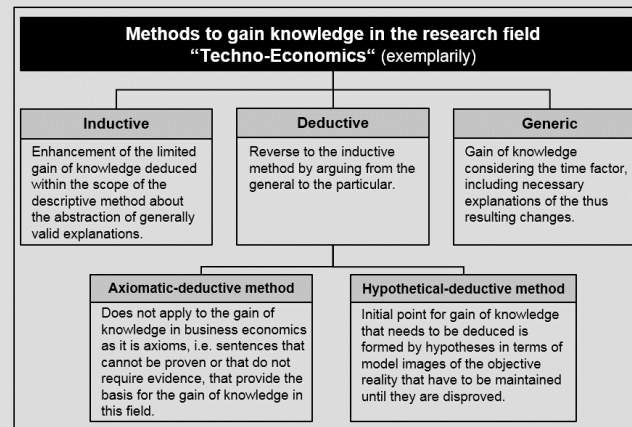


Inter-University Research Seminar

Techno-Economic Research Methods

Methods are considered crucial to every scientific discipline as they **ensure rationality and verifiability of scientific findings**.

At a glance, the following figure illustrates a selection of the **key methods** within Business Economics (and, thus, of Techno-Economics and Management Research). Of course, in Business Economics / Techno Economics / Management Research not only abstract methods but also models that reproduce complex economic realities in a simplified way are indispensable.



This might give you a short impression on why this research seminar could be **useful** for your **future research career**.



Designing and Conceptualizing Experiments in Management Research

Date: 23./24.10.2018



Graz University of Technology
Institute of Business Economics and Industrial Sociology
Industrial Marketing, Purchasing and Supply Management

Goal of this Seminar

The seminar aims at the participants' development of a **research strategy using an experiment as key methodology** and the development towards a publishable paper.

The plan is an intensive seminar on **how to improve research questions, selecting** an appropriate (**experimental**) **methodology** and how to **structure the final paper**.

The focus is on participants from social sciences as well as industrial engineering and management with a **concrete plan to publish!**

This seminar has a management science focus and is not focusing on technical papers.

Target Group

This seminar is especially designed for **master students in their last year/PhD students/early stage researchers** that plan to write their first „experimental“ journal article within management science/behavioral operations/supply management.

Furthermore, this seminar is an initiative on an **European level** in cooperation with the European Professors of Industrial Engineering and Management - **EPIEM** (www.epiem.org).

Schedule

Day 1

October 23rd 2018 (10 a.m. to 6 p.m.)

- Introduction to the course
- Introduction into behavioral management
- Experimental designs
- The art of writing an introduction
- Participants' research idea development
- Participants' idea pitches

Day 2

October 24th 2018 (10 a.m. to 6 p.m.)

- Practicing with scenario-based experiments and data
 - Research question development
 - Hypotheses development
 - Hypotheses testing
 - Reporting results
- Improving participants' research ideas
- Participants' behavioral methodology design
- Closing session

Lecturer

Dr. Niels Pulles is an assistant professor in **strategic supply management** at the **University of Groningen**, The Netherlands.

He lectures in strategic supply chain management and behavioral operations management.

His research focuses on supplier resource competition, preferred customer status, and buyer-supplier innovation.

Dr. Pulles research appeared in **Journal of Supply Chain Management**, **Industrial Marketing Management**, and **Journal of Purchasing and Supply Management**.



Teaching Experience

- Certified University Teaching Qualification (**UTQ**) lecturer.
- Winner of the 2016 and 2017 **best teacher** award for **International Business Administration** at the University of Twente.
- Winner of the best **module International Business Administration 2013-2016** elections at the University of Twente (Module: Business Operations Management, Role: lecturer and coordinator).