

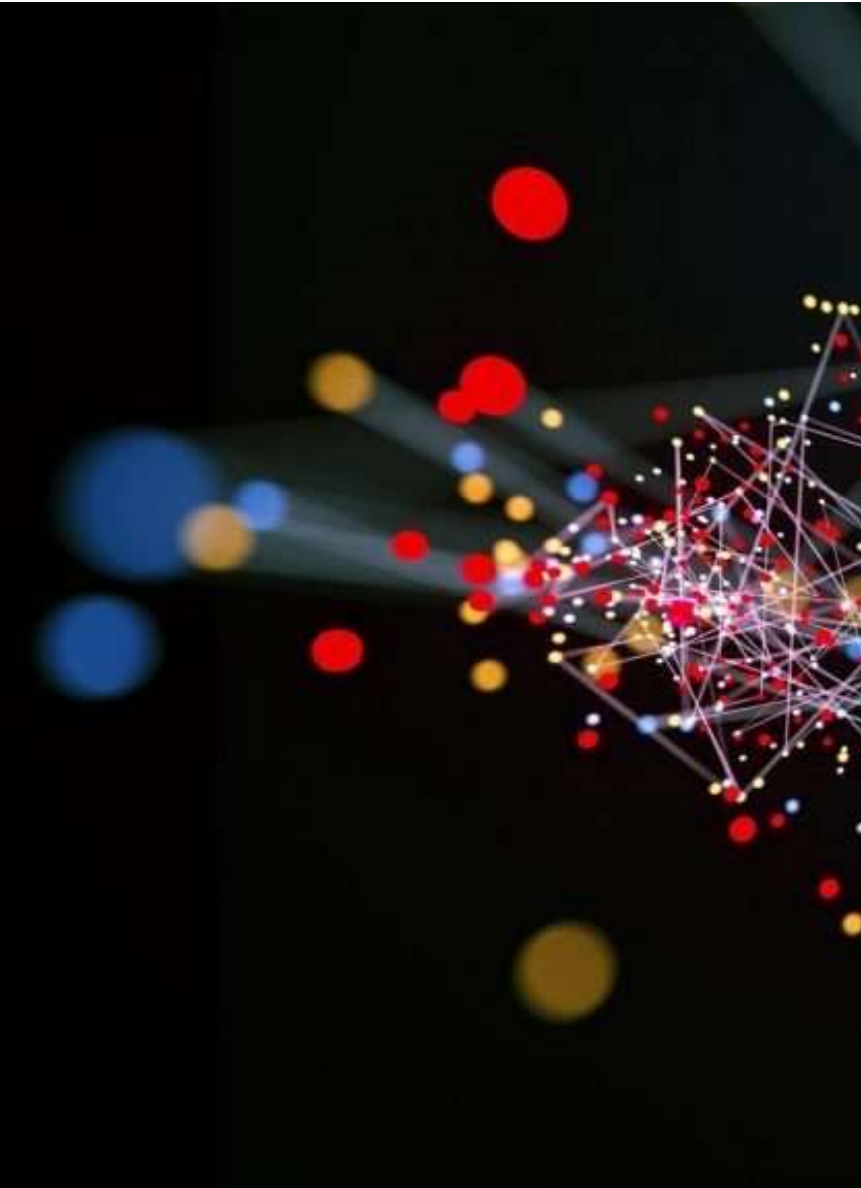


Técnicas Quantitativas de Investigação em Gestão

**ISEG – LISBON SCHOOL OF
ECONOMICS & MANAGEMENT**

Graça Silva
Maria João Guedes
Nuno Fernandes Crespo





AGENDA

1. Contact Information
2. Programme
3. Indicative Calendar
4. Evaluation assessment
5. General references

CONTACT INFORMATION

- Nuno Fernandes Crespo
 - Associate Professor at ISEG – University of Lisbon
 - Department of Management
 - E-mail: ncrespo@iseg.ulisboa.pt

- Research Interests:
 - Entrepreneurship, SMEs, Family Firms;
 - International business, international marketing;
 - International Entrepreneurship, INVs, BG, International entrepreneurs.

CONTACT INFORMATION

- Maria João Guedes
 - Senior Associate Professor at ISEG – University of Lisbon
 - Department of Management
 - E-mail: mjguedes@iseg.ulisboa.pt
 - Research Interests:
 - Corporate governance
 - Top managers' characteristics
 - Gender diversity
 - Entrepreneurship, SMEs, Family Firms
 - Performance and Survival

CONTACT INFORMATION

- Graça Miranda Silva

- Senior Associate Professor at ISEG – University of Lisbon
- Department of Management
- E-mail: gracamsilva@iseg.ulisboa.pt
- Research Interests:
 - Sustainability (Green Supply Chain Management, circular economy)
 - Quality Management (service quality models, total quality management, quality ambidexterity, digital quality).
 - Innovation (digital innovations, product and process innovation, radical versus incremental innovation)

PROGRAMME

Part A

A1. Data collection and preparation

A2. Regression analysis

A3. Special cases: Moderation, graphs, among others

A4. Other methods (logit, probit, survival)

Part B

B1. Introduction to Structural Equation Modeling

B2. CB-SEM

B3. PLS-SEM

Part C

C1. Introduction to QCA

C2. Calibration

C3. Set relations

C4. CsQCA Analysis

C5. FsQCA Analysis

INDICATIVE CALENDAR

Session	Date	Program
1	21 November (Friday)	► Part A (<i>Maria João Guedes</i>)
2	24 November (Monday)	► Part A (<i>Maria João Guedes</i>)
3	25 November (Tuesday)	► Part A (<i>Maria João Guedes</i>)
4	2 December (Tuesday)	► Part B (<i>Nuno Crespo</i>)
5	3 December (Wednesday)	► Part B (<i>Nuno Crespo</i>)
6	9 December (Tuesday)	► Part C (<i>Graça Silva</i>)
7	10 December (Wednesday)	► Part C (<i>Graça Silva</i>)

EVALUATION ASSESSMENT

- The evaluation assessment will be done through:
 - **Individual final work/project: 100%**
- The final work will be included on the UC website, in the section 'Avaliação'. Two documents will be included, an assignment description document and a data file.
- The final work documents will be included in the UC website on Tuesday, 19 of December.
- The delivery date will be agreed with the students in the first session. The students may be asked to clarify or discuss some questions regarding the final work delivered.

GENERAL REFERENCES

- Baltagi, B. H. (2021). *Econometric analysis of panel data*. Springer Nature.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate data analysis* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. California: Sage publications.
- Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling* (2nd ed.). New York: Guilford.
- Marôco, J. (2021), *Análise Estatística com o SPSS Statistics* (8.ª Edição), Lisboa: ReportNumber.
- Ragin, C. C. (2008). *Redesigning social inquiry: Fuzzy sets and beyond*. Chicago: University of Chicago Press.
- Saunders, M., Lewis, P., and Thornhill, P. (2009). *Research methods for business students*, 5th Edition, Harlow: Pearson.

GENERAL REFERENCES

- Rihoux, B., & Ragin, C. C. (2009). *Configurational comparative methods: Qualitative comparative analysis (QCA) and related techniques*. Los Angeles: Sage.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2014). PLS-SEM: Looking back and moving forward. *Long Range Planning*, 47(3), 132-137.
- Schneider, C.Q., & Wagemann, C., (2012). *Set-theoretic methods for the social sciences. A guide to qualitative comparative analysis*, Cambridge University Press, Cambridge, UK.
- Papers distributed in classes.