

Measurement of Business Phenomena

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Course instructor

Name: Prof. Dr. Michael Stich
 Professor of Accounting

Room: TUM Campus Heilbronn
 Building L, Room 3.36
 Bildungscampus 9, 74076 Heilbronn

Mail: michael.stich@tum.de

Key facts

Instructor	Prof. Dr. Michael Stich Professor of Accounting at the TUM Campus Heilbronn
Key audience	Early doctoral students of all academic departments of the TUM School of Management (maximum of 15 participants)
Dates	August 23 to 26, 2021
Venue	When the overall pandemic situation allows group meetings, the course is organized in a summer academy style at the TUM Campus Heilbronn. When there are reasonable threats and/or insufficient planning certainty, the course is offered in a Zoom-format. The decision on the format is communicated on May 21, 2021 through an updated version of this course announcement.
Costs	The TUM Campus Heilbronn organizes the hotel accommodation which is free of charge for all course participants.
Examination	60 minutes written exam

Application process

Goal and target audience

The target audience of the course *Measurement of Business Phenomena* are **early doctoral students** of all academic departments of the TUM School of Management. Doctoral students and postdocs of all faculties/schools of the TUM are also warmly welcome.

When the overall pandemic situation allows group meetings, the course is arranged **from August 23 to 26, 2021** in an informal **summer academy style** at the TUM Campus Heilbronn where the course sessions are embedded in a broader program. The hotel accommodation and the program activities – which are **free of charge** for the participants – are arranged by the TUM Campus Heilbronn.

The only prerequisite to participate in this course is a basic understanding of **management** (e.g., firm purposes), **governance** (e.g., firm organizations), and **applied statistics** (e.g., regression analysis). Skills in **statistical tools** are adjuvant but not necessary.

Application process

The course is limited to **15 participants**. If there are more expressions of interests than places available, the participation decisions are **assigned by lot**.

For a registration, please send an **informal email** to the course instructor (michael.stich@tum.de) which includes your

- family and given name,
- position and postal address at the TUM, and
- a short statement about your primary research interests (one or two informal phrases).

The **registration deadline** of the course is **June 04, 2021**.

Course aims

What this course is

One of the greatest challenges in empirical business research is the measurement of **unobservable** individual, corporate, and market phenomena. Open-minded **search for innovative surrogates** of not directly observable phenomena is a critical success factor of any type of empirical research. The literature already provides a wide spectrum of measurement approaches embedded in theoretical frameworks and various techniques of analyses. The course *Measurement of Business Phenomena*

- introduces the participants to the **overall concepts** of defining measurement variables (e.g., determinants and consequence measures; level, change, and residual metrics),

- discusses strategies to **evaluate the internal and external validity** of empirical measures of business phenomena, and
- provides an **interdisciplinary set of examples** of well-established measurement concepts from the **accounting** (e.g., earnings quality), **finance** (e.g., information asymmetry), and **management** literature (e.g., managerial investment efficiency). To illustrate the challenges of the **practical application** of these metrics when conducting **own research projects**, the participants use a set of **financial and non-financial datasets** from commonly applied commercial databases.

What this course is not

The course *Measurement of Business Phenomena* is **not**

- a **deep going introduction** to (theoretical) issues in specific business research fields (e.g., research on the drivers of earnings quality) **but** exemplarily demonstrates how some overall measurement approaches conceptually work and how to evaluate their appropriateness to analyze a given research question,
- a **paper-writing course** that teaches the participants how to successfully publish in scientific outlets **but** a discussion forum to mutually learn more about the well-established measurement approaches applied in the contemporary literature and how to adopt fundamental measurement concepts to specific questions, nor
- a **programming course** that leads to customized (software) solutions for specific measurement problems **but** a rather general introduction to the goals, challenges, and quality assessment strategies to find best-possible empirical approaches to measure unobservable business phenomena. Nevertheless, the course participants jointly work on some small **datasets** to envision the practical challenges to implement well-established measurement approaches.

Course objectives

Knowledge objectives

Researchers around the world produce not even remotely comprehensible (empirical) evidence on questions related to business research. After passing the course, the participants are aware of some of the **archetypes** of empirical approaches to measure business phenomena. The course demonstrates how seminal papers induced next-generation research approaches and makes the participants familiar with an exemplary set of well-established **state-of-the-art** measurement approaches.

Skills objectives

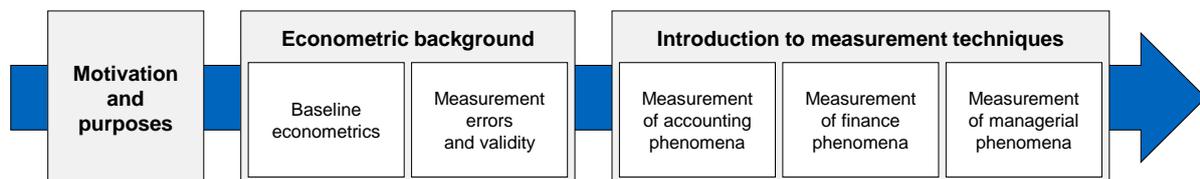
The participants gain **research methodology skills** that enable them to adopt well-established measurement approaches to their own research ideas and to develop own innovative techniques to measure business phenomena. The course promotes **participants' research ability** to use their own previous knowledge about standard measurement approaches to new research questions and settings.

Learning objectives

For both producing and evaluating student/scholar research outputs, doctoral students need sound competences to **rigorously and (self-)critically assess** the applied research methodology. In this course, the participants gain competences to continuously **acquire new capabilities** to enhance their own research abilities.

Preliminary schedule

The course consists of a set of **short sessions** that can roughly be structure – with large contextual overlaps – into the following broader **content elements**:



Importantly, the topics of the course are **not yet fixed**. The final course content is arranged based on the fields of research interests indicated by the course participants.

The **venue** for the sessions of the course **depends** on the overall pandemic situation.

- When there are no reasonable threats and sufficient planning certainty, the course takes place in Heilbronn **on four days in late August 2021** (August 23 to 26, 2021). Besides the course sessions in an informal **summer academy style** at the TUM Campus Heilbronn, there will be several local activities in the cultural sights and wineries in the Heilbronn region. For all colleagues from other campuses, there will be a (free of cost) hotel arrangement.
- When the overall pandemic situation does not allow a doctoral course in Heilbronn, the course will be shifted to a **virtual Zoom room** from August 23 to 26, 2021.

The **decision** whether there is a viable perspective to arrange this course in Heilbronn is communicated on **May 21, 2021** through an **updated** version of this course announcement.

Core readings

There is **no mandatory list of readings**. The course introduces to three dozens of different measurement concepts that were originally developed in **scientific papers**. At the beginning of the course, all participants receive a basket of reading materials which also includes these scientific papers. Additionally, all participants get access to a wide spectrum of **seminal papers** that discuss key conceptual and econometrical problems of the measurement of business phenomena.

Assessment

The course ends with a **60 minutes written exam** on August 26, 2021. The exam includes 20 independent **single choice assignments**.

Key dates

April 16, 2021	Initial announcement
May 21, 2021	Decision of the course format (i.e., summer academy or Zoom)
June 04, 2021	Registration deadline
August 23 to 26, 2021	Course days
August 26, 2021	Exam

