



## 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 9<sup>th</sup> 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, 2<sup>nd</sup> Floor  
8010 Graz, Austria

## Organisation

Institute of Business Economics and Industrial Sociology  
Working Group „Industrial Marketing, Purchasing and Supply Management“  
Kopernikusgasse 24/II  
A-8010 Graz  
Phone: +43(0)3168737281

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)

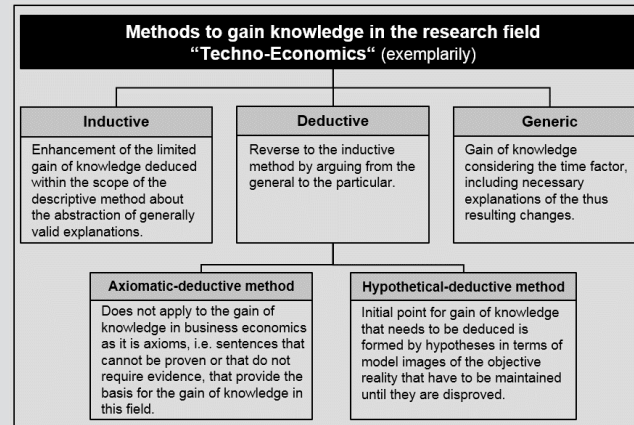


## Inter-University Research Seminar

### 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

## 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](http://www.epiem.org)).

## Schedule

### Day 1

October 23<sup>rd</sup> 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 24<sup>th</sup> 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

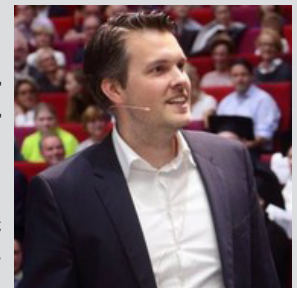
## Lecturer

**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).