



# Inter-University Research Seminar

## Registration

- The participation in this seminar is **free of charge**, as 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 from **now until December 20<sup>th</sup> 2021**.
- 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 fit into the target group.
- Registration is managed by Amila Omazic, BSc. MSc. E-mail: [amila.omazic\(at\)tugraz.at](mailto:amila.omazic(at)tugraz.at)

## Venue

Graz University of Technology  
 BWL Seminar Room (NT02100)  
 Kopernikusgasse 24, 2<sup>nd</sup> Floor  
 8010 Graz, Austria

## Organisation

Graz University of Technology  
 Working Group “Industrial Marketing, Purchasing and Supply Management“ of the Institute of Business Economics and Industrial Sociology

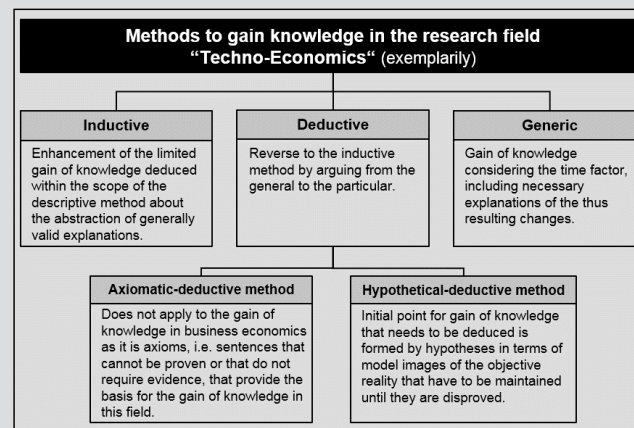
For any questions regarding the seminar please do not hesitate and contact

Prof. Dr. Bernd M. Zunk  
 E-Mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)

## 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 Science). Of course, in Business Economics/Techno Economics/Management Science 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 and teaching career.



## Workshop on novel research methods

Date: 27. & 28.01.2022

## Goal of this Seminar

### Gaining insights into...

... **NCA** (Necessary Condition Analysis) and comparing the outcomes with **OLS** (Ordinary Least Squares). The participants will be initially instructed on the rationale and will work on the data in the rest of the workshop. The results of NCA and OLS are compared and interpreted.

... **polynomial regression** with **response surface analysis**. The participants will be instructed on the rationale and will work on the data in the rest of the workshop. The results of the polynomial regression will be interpreted.

... **qualitative measurements to detect future patterns**. The participants will be again instructed on the rationale and will work on the data in the rest of the workshop. The outcomes of the World Cafés and Delphi's are shown for interpretation.

## Target Group

This seminar is designed for **IEM scholars** as well as **Master students, PhD students, early-stage researchers or experienced faculty** who are planning to apply the presented knowledge in their social science research projects and teaching.

## Schedule

**Day 1:** Thursday, January 27<sup>th</sup> 2022

**Session 1-3** (9:30am to 12:15am)\*

- NCA (Necessary Condition Analysis) and OLS (Ordinary Least Squares)

**Lunch**

**Session 4-7** (1:30pm to 5:30pm)\*

- Polynomial regression and surface analysis

**Day 2:** Friday, January 28<sup>th</sup> 2022

**Session 8-10** (9:30am to 12:15am)\*

- „Wrap-up“ quantitative measurements
- Introduction to qualitative measurements, World Cafés and Delphi studies

**Lunch**

**Session 11-14** (1:30pm to 5:30pm)\*

- World Cafés and Delphi studies practical examples and interpretations

\*Note: There will be a 15 minute break after each session.

## Lecturer

**Dr. Klaas Stek** is an assistant professor at the Faculty of Behavioural, Management and Social Sciences at the Department of Entrepreneurship and Technology Management of the **University Twente** (UT) in Enschede, (The Netherlands).



Klaas Stek obtained his PhD in 2021 on competences of purchasing and supply managers in innovation sourcing. Klaas Stek is a trail blazer of the **European Lab for Innovative Purchasing and Supply Education** (ELIPSE) at the UT. He is a member of several European research projects in which he utilised quantitative and qualitative research methods.

## Teaching Experience

Dr. Klaas Stek is a lecturer and coordinator in the **Industrial Engineering and Management** (IEM) Master's programme and the course Purchasing Management at UT. He lectures Bachelor students in the **International Business Administration** (IBA) and the IEM track. Furthermore, he is a **Master thesis supervisor** in the IEM and IBA track at UT.