

Ljubljana Doctoral Summer School

15 – 19 July 2024

9:00 – 13:00 (CET, Ljubljana)

META-ANALYSIS (ECTS: 4)

Martin EISEND

European University Viadrina, Germany

Aims of the course

Participants of this intensive course will learn:

- how to conduct a meta-analysis,
- how to evaluate meta-analyses in the extant literature,
- to follow the methodological discussion on meta-analyses.

Syllabus

By summarizing results drawn from a set of studies concerning a specific topic and by discovering and explaining consistencies and inconsistencies of those results, meta-analysis is an essential step in the process of knowledge accumulation, theory building and theory testing in science, linking past research with future scientific endeavours. The workshop consists of presentations interspersed with exercises, most of them computer exercises.

The course covers the following topics:

- Fundamentals of meta-analysis
- Defining a research question for a meta-analysis
- Literature search and study coding
- Data preparation
- Data analysis: effect size integration, homogeneity tests, explaining the variability of effect sizes/moderator analysis, meta-analytic structural equation modelling
- Presenting and publishing meta-analyses

Tentative schedule:

- Session 1: Fundamentals of meta-analysis, literature search (please read before class: Eisend 2017)
- Session 2: Coding (please read before class: Evanschitzky et al. 2013)
- Session 3: Data preparation and analysis I (please read before class: Bijmolt/Pieters 2001; Eisend/Küster 2011)
- Session 4: Data analysis II (please read before class: Bergh et al. 2016)
- Session 5: Presenting and publishing meta-analyses; exam

Course delivery

The course will be held via Zoom.

The course grade will be based on successfully passing the following requirements (pass/fail):

- (1) a brief quiz at the end of the course;
- (2) a final research proposal or project, 7-10 pages, which outlines the methods for data collection and analysis to be used in the student's doctoral dissertation or project;
- (3) a brief (5 minute) presentation to fellow students on the final day of the course on the methods to be used in the project.

Course materials / List of readings

- Bergh, Donald D., Herman Aguinis, Ciaran Heavey, David J. Ketchen, Brian K. Boyd, Peiran Su, Cubie L. L. Lau & Harry Jod (2016), "Using Meta-Analytic Structural Equation Modeling to Advance Strategic Management Research: Guidelines and an Empirical Illustration via the Strategic Leadership-Performance Relationship," *Strategic Management Journal*, 37 (3), 477-97.
- Bijmolt, Tammo H. A. and Rik G. M. Pieters (2001), "Meta-Analysis in Marketing when Studies Contain Multiple Measurements," *Marketing Letters*, 12 (2), 157-69.
- Borenstein, Michael, Larry V. Hedges, Julian P. T. Higgins, and Hannah H. Rothstein (2009), *Introduction to Meta-Analysis*. Chichester: John Wiley & Sons.
- Cooper, Harris, Larry V. Hedges, and Jeffrey C. Valentine (eds.) (2009), *The Handbook of Research Synthesis and Meta-Analysis*, 2nd ed., New York: Russell Sage Foundation.
- Evanschitzky, Heiner, Martin Eisend, Roger J. Calantone, and Yuanyuan Jiang (2013), "Success Factors of Product Innovation: An Updated Meta-Analysis," *Journal of Product Innovation Management*, 29 (S1), 21-37.
- Eisend, Martin (2017), "Meta-Analysis in Advertising Research," *Journal of Advertising*, 46 (1), 21-35.
- Eisend, Martin and Franziska Küster (2011), "The Effectiveness of Publicity Versus Advertising: A Meta-Analytic Investigation of Its Moderators," *Journal of the Academy of Marketing Science*, 39 (6), 906-921.
- Hox, Joop J. and Edith D. Leeuw (2003), "Multilevel Models for Meta-analysis," in *Multilevel Modeling: Methodological Advances, Issues, and Applications*, Steven P. Reise and Naihua Duan (eds.), Mahwah, NJ: Lawrence Erlbaum, 90-111.
- Hunter, John E and Frank L. Schmidt (2004), *Methods of Meta-Analysis. Correcting Error and Bias in Research Findings*, 2. ed, Newbury Park, CA: Sage.
- Lipsey, Mark W. and David T. Wilson (2001), *Practical Meta-Analysis*, Thousand Oaks, CA: Sage.

Course credit

Students needing course credit for their PhD studies will have to successfully pass a written exam on the last day of the course.

Course leader

Martin Eisend is Professor of Marketing at the European University Viadrina in Frankfurt/Oder, Germany. His research and teaching interests focus on marketing communication, consumer behavior, and empirical generalizations, in particular meta-analyses. He has published over 60 articles in peer-reviewed journals, such as the Journal of Marketing, Information Systems Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, or Journal of Product Innovation Management. Martin serves on the editorial review boards of all major marketing communication journals. He is the president of the European Advertising Academy. Martin has acquired several major research grants, has authored several best paper award-winning journal articles, and has received awards for teaching and reviewing. In the most recent German business scholar ranking, he has been ranked 8th of around 3,000 business researchers in German speaking countries according to their peer-reviewed publications between 2014 and 2018.

<https://www.wiwi.europa-uni.de/en/lehrstuhl/mm/marketing/team/index.html>

<https://marketcommunications.de/team/>

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