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# Raziskovalni center Ekonomske fakultete

organizira znanstveno - raziskovalni seminar,

ki bo v **torek, 19. Novembra 2013,** ob **12:00 uri**

v **P-007** na **Ekonomski fakulteti v Ljubljani.**

Predstavljena tema (metodološkega značaja):

**“A Critical Analysis of Multidimensional Variables: Implications for Theory Development and Testing”**

*avtor: Professor John Cadogan,* Top of FormProfessor of Marketing,

Loughborough University,Bottom of Form*UK*

*http://scholar.google.com/citations?user=rKjYin0AAAAJ&hl=en*

Variables that are multidimensional contain more than one conceptually distinct entity, and so include both the formative variable and the higher-order reflective variable. Both the formative and the higher-order reflective variable have seen a surge in popularity in recent years as researchers seek to simplify their models, or to otherwise demonstrate their familiarity with more novel and up-to-date methodological approaches. In this presentation, I explore the problems that arise when multidimensional variables are used incorrectly in the development and testing of theoretical models. Using examples from the literature, I demonstrate how the incorrect use of multidimensional variables can lead to results that are erroneous. I provide recommendations for researchers who are faced with the option of modelling variables as multidimensional, and reflect on the issue of when multidimensional variables can be used in theoretical models and theory testing, and if they are to be used, how they are best “constructed”.

Na brezplačni seminar se lahko prijavite v Službi za znanstveno raziskovalno delo, po telefonu (01) 58-92-490, ali po e-pošti research.seminars@ef.uni-lj.si, in sicer do ponedeljka,18.11.2013. **Vljudno vabljeni!**