

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Wednesday, 1 June 2022 at 13:00 CET** in room **P-119**
at the **School of Economics and Business, University of Ljubljana**
and via platform **Zoom**

Author:

Dr. Naresh Kumar Malhotra

Marketing Legend

World's Top 2% Most-Cited Researcher Across Disciplines

***Georgia Institute of Technology (Georgia Tech) Scheller College of Business,
USA***

will present the article:

Qualitative and Quantitative Approaches to Theory Development and Testing

Having an overarching theoretical framework to support your research investigation is critically important for publication in a top journal. Unfortunately, many scholars do not have a good understanding of what counts as theory and how to develop a sound theoretical framework for their research. This seminar will first present a qualitative approach for developing a theoretical framework that can be easily implemented by anyone. Then, a sophisticated quantitative approach will be presented that not only enables the development of a theoretical framework but also allows for statistical testing. Both approaches will be illustrated by published works of the author that are highly cited.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1370>
by Tuesday, 31 May 2022.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!