Course Objectives

The purpose of this intensive course is to provide a broad introduction to measurement theory and alternative approaches for developing and assessing multi-item scales. The course is designed for non-experts and the emphasis is on the steps associated with the development and validation of sound measures for use in empirical studies. Its target audience includes doctoral students and academic researchers involved in quantitative research. Important: the course assumes previous knowledge of data analysis and basic multivariate statistics. It also assumes that participants have already completed an introductory structural equations modeling (SEM) course.

Scope & Approach

The course seeks to familiarize participants with the various stages associated with the construction of sound measures for use in empirical research, highlighting key decisions and potential problems at each stage. Following an introduction of the key concerns of measurement theory, the conceptual underpinnings of alternative measurement perspectives – namely reflective and formative measurement – are discussed. These set the conceptual background for considering operational procedures for developing reflective scales and formative indices and for offering detailed guidelines for measure validation. To enable participants experience measure development “in action”, the various issues are illustrated with concrete examples of reflective scale development and formative index construction drawn from the literature.

Once participants have become familiar with basic measurement principles, more advanced topics will be addressed such as higher-order models, parceling strategies, and single-item measures. Note that in several of the illustrations used, the LISREL program will be applied to estimate the relevant models and, therefore, it is highly desirable that participants are familiar with basic structural equations modeling (SEM) procedures (see also Course Objectives above).

The course will take the form of interactive workshop sessions, placing particular emphasis on student participation. Participants are strongly encouraged to read widely on the subject (see Readings below) and would also benefit from having access to SEM software such as the LISREL program (a free student version of the latter is available for downloading under www.ssicentral.com).
Readings

Readings marked with an asterisk “*” should ideally be read prior to the course; the remainder are more technical/advanced and best tackled after attending the course. Readings denoted (A) involve applications/illustrations of measurement development procedures in substantive research situations and can be consulted at any time.


Instructor

Univ-Prof. DDr. Adamantios Diamantopoulos holds the Chair of International Marketing at the University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr. Theo and Friedl Schoeller Research Center for Business & Society, Nuremburg, Germany. During the academic year 2012/13, he was the “Joseph A. Schumpeter Fellow” at Harvard University. His main research interests are in international marketing and research methodology, and he is the author of some 150 journal articles in these areas. His work has appeared, among others, in the Journal of Marketing Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of International Marketing, Journal of Retailing, MIS Quarterly, Organizational Research Methods, Psychological Methods, Information Systems Research, and Journal of Business Research. He has been the recipient of several Best Paper Awards, including the 2013 Hans B. Thorelli Award for the article published in Journal of International Marketing that has made the most significant and long-term contribution to international marketing theory or practice. He sits on the Editorial Review Boards of a dozen academic journals, and acts as a referee for several professional associations and funding bodies. In 2000, he was elected Fellow of the British Academy of Management and in 2013 Fellow of the European Marketing Academy. In the research performance rankings by the Handelsblatt newspaper (2009, 2012, 2014), he has been consistently ranked #4 in terms of "Lifetime Achievement" among all business administration academics in Germany, Austria and Switzerland.