



DRL029 Survey research design and PLS-SEM

- **Credits: 5 ECTS**
- **Time: Week 17, 22 to 26 April 2024**
- **Place: Molde University College**
- **Application deadline: 15 March 2024**
- **Application form: <https://nettskjema.no/a/391777>**

About the course

Survey-based research has been, and will continue to be, essential in advancing theory and practice across several disciplines. However, publishing survey-based studies in top-ranking journals can be challenging. The main criticism often pertains to the validity of the insights provided by such studies. To be successful, researchers must adhere to the conditions that ensure a study's reliability and validity. This course aims to guide students through the process of developing high-quality survey research, particularly focusing on work targeted for publication in top-ranking journals. It will cover the entire journey from designing to publishing a survey-based study.

The course is free of charge for all PhD students.

Recommended background

Basic knowledge of multiple regression analysis is required – a quick refresher will be provided.

Examination Form

A course paper presenting an extended proposal for a survey-based study. The paper must be submitted within two months after attending the course sessions.

Grading: A - F

For more details: <https://www.himolde.no/english/studies/courses/log/2024/spring/drl029.html>

Contact Persons

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Topics:

Day 1: Designing high-quality survey research

Day 2: Scale measurement models and introduction to PLS-SEM

Day 3: Estimation of measurement and structural models

Day 4: Reporting PLS-SEM results and crafting a survey-based manuscript

Day 5: Inside the mind of a reviewer of a survey-based research

The student's learning outcomes after completing the course

- To develop suitable research questions and design a solid survey study
- To create an effective questionnaire and data collection strategy
- To conduct PLS-SEM on a survey-based dataset
- To craft a persuasive survey-based paper
- To successfully navigate the review process of a survey-based manuscript

Forms of teaching and learning

The course will involve short lectures and students' activities. The lectures will cover theory, frameworks and tools used in survey-based research, while the activities will allow students to practice the core skills that the course aims to develop.

Physical or digital participation

The course will normally require physical attendance at Molde University College during that week. However, one month prior to the course, we will assess the demand for a hybrid format.

Please indicate in your application whether your registration is contingent on the course being offered in a hybrid format.

