UNIVERSITÀ di VERONA
Dipartimento di ECONOMIA AZIENDALE

LABORATORY ON RESEARCH METHODS FOR BUSINESS

A.Y. 2021-2022

The Laboratory

- offers training on the application of different methods and tools for research in the broad business area (e.g., strategy, management, accounting, organization)
- to students of the Master's Degree Courses offered by the School of Economics and Management in Verona and Vicenza
- to help them develop a thesis on business-related subjects

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Course in Enterprise Risk Management and Financial Performance in SMEs - Application of Structural Equation Modelling in Practice

Lecturers: Prof. Thomas Henschel, Hochschule für Technik und Wirtschaft in Berlin, and visiting researcher at the Department of Business Administration, University of Verona

Prof. Cristina Florio, Department of Business Administration, University of Verona

Overview: To introduce participants to the role that enterprise risk management plays in an organisation, with particular reference to the long and short-term decision making and planning processes of an enterprise. This course looks at the nature of the risks with which organisations are faced and how these should be managed to the overall benefit of the business and stakeholders. It also considers recent developments within the risk management area such as holistic risk management systems for Small and Medium-sized Enterprises (SMEs). After a presentation and an overview of the ERM basics this seminar goes on with an intuitive introduction to structural equation modeling (SEM) by presenting a few examples. The models are very simple but chosen to illustrate the broad spectrum of research problems that can be analyzed by the collection of tools in the bag called SEM. Then participants will learn how to formulate a research model or framework which is suitable for a SEM analysis. Rather than presenting a deep discussion of the mathematical and statistical calculations, which are the basis for SEM estimation, a brief intuitive explanation of the principles is presented instead.

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Learning objectives:

- How to develop a research model or framework for the application of the structural equation modelling process. This will be useful for developing dissertation projects.
- How to prepare the data for statistical analysis. This preparatory work is concerned with reliability and validity checks of the data and will be performed by using the statistical package of SPSS.
- How to carry out the SEM analysis. The SEM analysis consists of a two-step process, namely the measurement model (factor analysis) and the structural model (regression model).
- How to use the SEM approach in practice. A real-life example will be used. Participants are encouraged to develop and use research skills in the preparation of their presentations. In addition, the module content often assists in identifying a topic for the dissertation.

CFU/ECTS: The course provides students with 2 CFU for activities of type "D" (at the students' choice). CFU will be assigned upon attendance of the classes and a positive evaluation on the assessment, which consists in a short presentation.

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Contents:

1. Introduction into Enterprise Risk Management and Performance Measurement
2. Guidelines for the formulation of a research model
3. Preparing your data and measuring your variables: Reliability and Validity checks
4. Application of Factor Analysis
5. Introduction into the basics of Structural Equation Modeling (SEM)
6. The measurement model in SEM
7. The structural model (general model) in SEM
8. Application of a SEM model with AMOS

Teaching method: Blended. For each section of the seminar the lecturer will provide a introductory lecture with practical examples and the students will then apply the content with some practical exercises in SPSS and AMOS. There will also some group work with presentations for this topic.

Assessment: Develop a research model or framework for participants' own project and prepare a short presentation.

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Place:

Verona, Polo Santa Marta - Department of Business Administration

2nd floor, room 2.13

Dates:

Friday	March 4	14:30-17:30
Thursday	March 10	9:00-12:00
Friday	March 11	14:30-17:30
Thursday	March 17	9:00-12:00
Friday	March 18	14:30-17:30

Registration: The course can be attended by 17 participants maximum. Registration is compulsory. Please fulfill the registration form no later than February 25 at this link:

HTTPS://LIMESURVEY.UNIVR.IT/INDEX.PHP/695846?LANG=EN

The list of the students admitted to attend the course will be published on February 28 here:

CORSO LAB. 2022 - ENTERPRISE RISK MANAGEMENT AND FINANCIAL PERFORMANCE IN SMES - APPLICATION OF STRUCTURAL EQUATION MODELLING IN PRACTICE-SCUOLA DI ECONOMIA E MANAGEMENT-UNIVERSITÀ DEGLI STUDI DI VERONA (UNIVR.IT)

Selection of participants: The course can be attended by 17 participants maximum. If the maximum number of students is exceeded, the participants will be selected as follows:

- First, priority will be given to students who are already involved or who intend to develop a master thesis in the following scientific disciplinary sectors:

  SECS-P/07 BUSINESS ADMINISTRATION AND ACCOUNTING STUDIES

  SECS-P/08 MANAGEMENT

  SECS-P/09 CORPORATE FINANCE

  SECS-P/10 ORGANIZATION AND HUMAN RESOURCE MANAGEMENT

  SECS-P/11 FINANCIAL MARKETS AND INSTITUTIONS

  SECS-P/13 COMMODITY SCIENCES

  AGR/01 AGRICULTURAL ECONOMICS AND RURAL APPRAISAL

- Then, the moment in which the registration is completed will be considered.

The course will be offered subject to the enrollment of a minimum of 5 participants.

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