

**Titel:** Seminar: Empirical Studies in Entrepreneurship and Innovation Research.

**Dozenten:** Vivien Procher, Diemo Urbig, Werner Bönnte

**Zielgruppe:** Masterstudenten und (fortgeschrittene) Bachelorstudenten

In every semester, the Jackstädt Center of Entrepreneurship and Innovation Research offers a seminar dedicated to collection of primary data on topic related to phenomena studied in entrepreneurship and innovation research. Primary data can refer to experiments in the classroom, in a laboratory, in the field, or to surveys of students, employees, or managers in firms, or qualitative data collection in form of interviews. Depending on the specific lecturers and available opportunities, the seminar focus changes from semester to semester. The linking theme is that students will collect primary data.

In this semester, we will implement a field experiment in the City Arkaden Wuppertal. That is, we will focus on decision making of individuals.

Participants must be prepared to spend much of their time at November 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> for running their experiments in the Wuppertaler CityArkaden; it is not needed to be available all three days all time, partial presence is subject to agreements between all participants (to ensure a sufficient number of people present).

Due to the early time slot in the CityArkaden, we need to have block meetings rather early in the semester, that is, during October.

The seminar is organized as group work of teams of 2-3 students.

We plan the following meetings:

12.10. – Introduction and discussion (8-12 Uhr). We provide a basic introduction into the experimental method and discuss topics related to individual decision making, e.g., inclination to enter competitions and learning. As preparation, participants are requested to read 3-5 texts. Within this meeting, we also explore participants' interests and check to what extent these can be accommodated in the experimental designs. (N.11.16)

19.10. – Prätest (14-18 Uhr; M.13.09)

26.10. – Übung und letzte Abstimmung (9-12 Uhr; N.11.16)

2.-4.11. – CityArkaden (9-20 Uhr)

Nach Abstimmung – Termine für Fragen und Antworten zur Auswertung und Interpretation

Nach Abstimmung – Einreichung der Seminararbeiten

**Registration: max ca. 30 Teilnehmer bis 1.10.2017**