



VNIVERSITAT  
ID VALÈNCIA



---

## DOCTORATE TRAINING COURSE

6<sup>th</sup> to 9<sup>th</sup> June 2022

University of Valencia  
Valencia, Spain



Under the auspices of **Dr. Isidre March Chordà**  
Professor Department of Business Administration,  
University of Valencia

### Main objective of the course

We invite PhD students (young scientists) to participate in a **summer doctorate training course** aimed at strengthening scientific competences. The topics of the course include issues aimed at strengthening the competences of doctoral students in the field of preparation and conduct of research, basic issues in empirical analysis, publications in international scientific journals, research career planning and guidelines useful in the preparation of a doctoral dissertation.

The course in English will be conducted by experienced scientists from the University of Valencia with extensive scientific achievements. At the end of the course, participants will receive personal certificates confirming participation in the course.

---

### Programme

#### **SESSION 1: Monday 6<sup>th</sup> June, morning**

From 9 am to 2 pm: 5 hours

Teacher: **Dr. Angels Dasi**, Associate professor Department of Business Administration,  
University of Valencia

**Title: “Theoretical foundations for Management and Strategy research: Grounding the framework and hypotheses”**

Contents:

- The relationship between the research question and the theoretical positioning.
- Mapping the theoretical approaches in Management and Strategy Research.
- An overview of the main theoretical approaches: Economic-based theories (TCT/AT); External theories (Institutional Theory/Contingency Theory); Internal Theories (RBV/Dynamic Capabilities/Org. Learning).

## SESSION 2: Tuesday 7<sup>th</sup> June, afternoon

From 3,30 pm to 8,30 pm: 5 hours

Teacher: **Dr. Joaquin Aldas**, full professor Department of Marketing,  
University of Valencia

### Title: “How to deal with Empirical analysis: Basic methods for quantitative analysis”

Contents:

- Data bases: Types of data, how to collect data.
- Typical problems in empirical analysis.
- Types of empirical studies: longitudinal study, cross-section sample, comparative analysis, others.
- Overview to key statistical techniques for quantitative analysis.
- Methodological section in a paper: journal’s requirements.



## SESSION 3: Wednesday 8<sup>th</sup> June, morning

From 10 am to 2 pm: 4 hours

Teacher: **Dr. Luisa Andreu**, Associate professor Department of Marketing,  
University of Valencia

### Title: “Success factors for a good research paper”

Contents:

- Preparing a paper: from a PhD Thesis to article in journal.
- What do journals are looking for?
- Planning and writing your paper: clues for success and typical mistakes to avoid.
- The answers to the “referees letter”.
- How to improve a paper rejected by a previous journal?



## SESSION 4: Thursday 9<sup>th</sup> June, morning

From 10 am to 2 pm: 4 hours

Teacher: **Dr. Isidre March**, full professor Department of Business Administration,  
University of Valencia

### Title: “From PhD student to academic: The researcher’s career”

Contents:

1: PhD Dissertation:

- Discussion on the student’s PhD Dissertation topics.
- Analysis of PhD Dissertations in process.
- Examples of presentation of PhD Dissertations.
- Examples of papers published from PhD thesis.

2. The researcher career:

- The path from PhD student to academic: the academic career, the researcher’s life.
- The research paths: participation in research projects.
- Research profiles: different roles and profiles of researchers.



## Lecturers

**Àngels Dasí Coscollar** (Universitat de València, Department of Management, [angels.dasi@uv.es](mailto:angels.dasi@uv.es)) is Associate Professor at the Department of Business Management of the University of Valencia (Spain). Her research and teaching interests are focused on the international strategy of firms, both regarding the strategic decisions related to the internationalization process as well as the management of the multinational company and the relationships between parent companies and subsidiaries. Additionally, she is interested in the management of knowledge flows within MNCs and the coordination mechanisms.



Prof. Dasí has been visiting scholar in several universities as BI Norwegian Business School (Norway), Copenhagen Business School (Denmark), Bocconi University (Italy) and École de Management of Lyon (France). She has published articles in journals such as Journal of International Business Studies, Journal of World Business, International Business Review, Advances in International Management, and Project Management Journal. She has co-authored several manuals of Business Management and International Business.

Google Scholar – [link](#)

**Joaquín Aldas-Manzano** (PhD in business and economics, Universitat de València, Spain) is Professor of Marketing in the Department of Marketing, Faculty of Economics, Universitat de València, Researcher of Valencia Economics Research Institute (Ivie) and Visiting Research Fellow of the University of Glasgow (Scotland, UK).



His research interest lies in quantitative methods in marketing research, and it has been published in the European Journal of Marketing, Tourism Management, Journal of Business Ethics and Human Resource Management, among others. He has also co-authored, with Prof Ezequiel Uriel, the book *Análisis Multivariante Aplicado con R (Applied Multivariate Data Analysis with R)* (Paraninfo, 2017).

Google Scholar – [link](#)

**Luisa Andreu** is Associate Professor in Marketing at the Faculty of Economics, University of Valencia (Spain). Her current research focuses on Sustainable Tourism Marketing, Consumer Behavior in Tourism and Digital Marketing. Recently she has also undertaken research on the impact of P2P accommodation in tourism destinations. She has published her research in journals such as Journal of Sustainable Tourism, Tourism Management, Annals of Tourism Research, Current Issues in Tourism, Cornell Hospitality Quarterly, International Journal of Hospitality Management, Journal of Business Research, Psychology & Marketing, among others.



She is an Associate Editor of Annals of Tourism Research and Tourism Review. She has been visiting scholar at the PennState University (2008), University of Cambridge (2011), and University of Surrey (2019). At the Faculty of Economics (University of Valencia), she is the academic director of the Double Degree in Tourism and Business Management. She is member of academic associations such as the Spanish Association of Scientific Experts in Tourism (AECIT) and the European Marketing Academy (EMAC).

Google Scholar – [link](#)

**Isidre March Chordà** (PhD in business and economics, Universitat de València, Spain) is Professor in the Department of Business Administration, Faculty of Economics, Universitat de València. MSc in Technology and Innovation Management at the Science Policy Research Unit (SPRU), University of Sussex (UK).



Director of the research line in Innovation and Entrepreneurship. Director of the Master's degree in Creation and Management of Innovative firms. Director of research projects in Innovation performance and management of Technology-based companies.

Autor of papers in Technovation, Journal of Business Research, Management Decision, Technology Analysis and Strategic Management, Drug Discovery Today, International Entrepreneurship and Management Journal, Entrepreneurship & Regional Development, among others. Director of 6 PhD thesis in topics related to Innovation Management, firm's performance, Technology-based firms, Seed Accelerators. Visiting Scholar of the UC Berkeley (United States).

Google Scholar – [link](#)

### Organizing Committee:

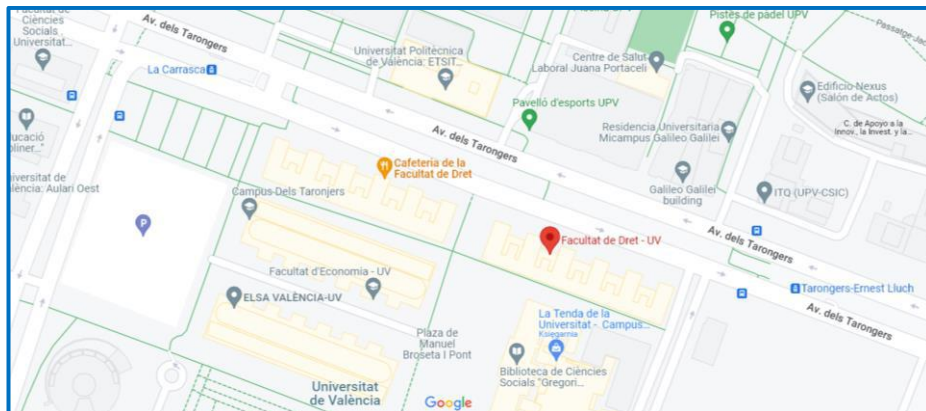
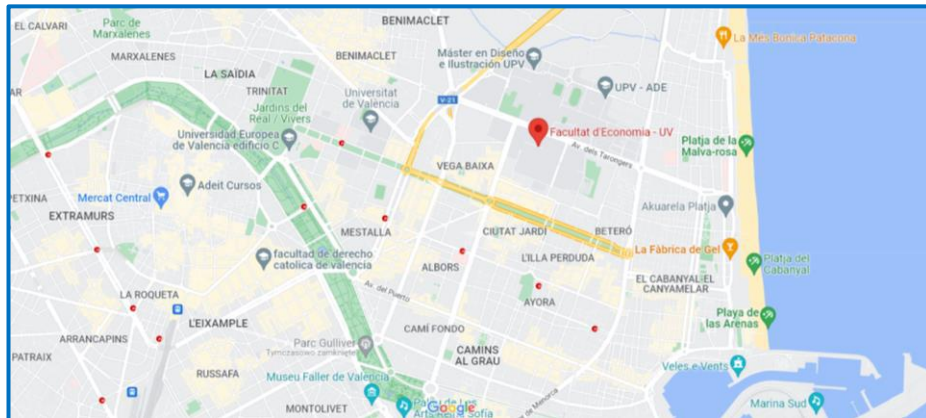
**Dr. Isidre March Chordà** – Professor Department of Business Administration,  
University of Valencia

**Dr. Marcin J. Piątkowski** – Department of Entrepreneurship and Innovation,  
Cracow University of Economics

### Venue/ Address:

University of Valencia, Faculty of Economics

Av. dels Tarongers, S/N, 46022 València, Valencia, Spain



### Dates and fees:

**30th April 2022** – Registration

**6th May 2022** – Fee payment deadline

Fee: **220 Euro** (Regular participant – PhD Student).

The course fee covers only the training costs. In the event of cancellation of registration, we will not refund any fees.

Group size (number of participants): max. 15 people

### Contact and registration:

Dr. Marcin J. Piątkowski (marcin.piatkowski@uek.krakow.pl)

**Feel free to participate and see you in Valencia!**

