

## FREE TRAINING FOR DOCTORAL RESEARCHERS

from March 22<sup>th</sup> to June 14<sup>th</sup>

### WITH CERTIFICATE OF PARTICIPATION

The African Chair in Innovation and Sustainable Management (CAIMD hereafter) of the Mohamed VI Polytechnic University is pleased to invite you to submit your application to follow one or more research seminars aimed at developing and consolidating skills.

The CAIMD offers 3 workshops:

1. Workshop A: Quantitative Methods Workshop,
2. Workshop B: Workshop on writing scientific articles and
3. Workshop C: workshop in qualitative methods.

The duration of each workshop is 10 hours. The description and schedule of each workshop is presented below. As the number of participants is limited to 25, you are asked to submit your application for one or more workshops. To do so, in one page you must :

1. Introduce yourself in 5 lines: your university, your discipline, the number of years you have been registered for the doctorate,
2. Summarize your thesis or research topic in 20 lines maximum,
3. Briefly explain your motivations and interests in attending one or more workshops.

Workshops start on March 22<sup>sh</sup> 2021, your application must be sent before March 2<sup>nd</sup> to the following email address [CAIMD@um6p.ma](mailto:CAIMD@um6p.ma).

Confirmation of your registration will be sent to you before March 5<sup>th</sup> as well as the hyperlinks to connect you to the workshops.

On March 8<sup>th</sup>, a 30-minute meeting with teachers and members of CAIMD will provide an opportunity for initial contact.

At the end of your workshop, you will be asked to evaluate the quality of your teaching and receive a certificate of participation.

#### Important Dates :

**March 2<sup>nd</sup>, 2021:** Deadline for sending your application

**March 5<sup>th</sup>, 2021:** confirmation of your participation in the workshop(s)

**March 8<sup>th</sup>, 2021:** Meeting with teachers and members of CAIMD (30 minutes)

**March 22<sup>th</sup>, 2021:** Workshop A begins.

## WORKSHOP A : QUALITATIVE METHODS

**March 22<sup>th</sup> and April 5<sup>th</sup> : 2pm to 7pm**

**Description** : This workshop focuses on qualitative research methods and their application to the field of management and organizational studies.

**Objectives** : Participants will further develop their skills on how to:

- identify the problem in the literature (s)
- formulate the research question (s)
- choose an appropriate research design
- combine information from various collection methods
- perform the coding and data analysis qualitatively
- ensure ethics in research
- highlight the theoretical contributions.

**Teacher** : The workshop will be moderated by Marie-France Turcotte, Professor of Social and Environmental Responsibility (CSR), at the University of Quebec in Montreal's Business School. Professor Turcotte has been teaching research methodology, corporate social responsibility, and organizational management for over twenty years. She has also been the director of the French-speaking office of the Network for Business Sustainability since its foundation. She is very active in research in the field of CSR and has obtained since the beginning of her career several grants and research contracts. As an author or co-author, she has published more than an hundred texts - articles in scientific journals, book chapters and in conferences.

**Teaching approach**: Teaching will be based on a participatory approach. Exercises, examples, scenarios, discussions will all be an opportunity to acquire greater skills as a researcher. Each student will present its project, and its evolution. Each student will also comment on its colleagues' projects.

## Schedule and activities :

<b>Date</b>	<b>Activities to be done by students</b>
March 22 <sup>th</sup>	<ul style="list-style-type: none"><li>- Describe objectives and intentions</li><li>- Exercises based on selected articles and more</li><li>- Present a first partial presentation of the project (diaporama, 5 min.)</li><li>- Comment colleagues' presentations</li></ul>
April 5 <sup>th</sup>	<ul style="list-style-type: none"><li>- Present a second presentation of the project (diaporama, 10 min.)</li><li>- Comment colleagues' presentations</li></ul>

## WORKSHOP B ON QUANTITATIVE METHODS

May 24<sup>th</sup> : 8.30 am to 7pm

### 1<sup>st</sup> Part: Sampling and hypotheses testing

**Description and general objective:** This workshop aims to provide a conceptual and practical understanding of statistical sampling techniques and hypothesis testing procedures commonly used in social sciences and more particularly in management science.

**Specific learning objectives:**

*Knowledge-based objectives:*

Under the completion of this workshop the participant should be able to:

- determine the number of individuals to be sampled/interviewed in a survey;
- select the appropriate sampling technique (simple random, stratified, systematic, quota and opportunity sampling) depending on the objective of the study;
- test whether the sample thus formed faithfully reflects the entire population;
- use the characteristics of the sample to test the different hypotheses on the population from which this sample was taken;
- choose and develop the statistical hypotheses of the test appropriate to a given situation or framework;

*Skills-based objectives:*

At the end of this activity, the participants in this workshop should be able to apply the methods and techniques studied on real data using statistical softwares, such as the STATA, XLSTAT,...

**Instructor:** The workshop will be moderated by Khalid EL BADRAOUI (PhD) Associate Professor of Finance at the National School of Commerce and Management of Agadir (ENCG Agadir). Professor EL BADRAOUI is also an associate researcher at the Center for Research in Economics and Management (UMR CNRS 6211) at the University of Rennes 1 and visiting professor at IGR-IAE de Rennes.

Before joining the ENCG Agadir, Doctor EL BADRAOUI was appointed as a professor of finance at ESC Rennes School of Business (a triple accredited business School: EQUIS/AACSB/AMBA) for five years where he was in charge of the Chartered Accountant Track. Professor EL BADRAOUI is also the author of several publications in international peer-reviewed journals, such as the International Journal of Business, Finance Contrôle Stratégie, Brussels Economic Review, Journal of Applied Business Research, Banker, Markets & Investors..

**Teaching approach:** Teaching will be based on a participatory approach combining lectures and practical exercises on STATA at the end of each section. The software will be provided by Université Mohamed VI, Polytechnique.

**Schedule and activities :**

<b>I- Sampling and sampling distributions</b>	
May 24 <sup>th</sup> 8.30 – 10.00	<ul style="list-style-type: none"> <li>– Introduction to sampling</li> <li>– Random sampling</li> <li>– Introduction to sampling distributions</li> <li>– Sampling distributions in more detail</li> <li>– Operational considerations in sampling</li> </ul>
10.30-12.00	– Practical exercises on STATA software
<b>II- Testing hypotheses</b>	
May 24 <sup>th</sup> 14.00-15.30	<ol style="list-style-type: none"> <li>1. Concepts basic to the hypothesis testing</li> <li>2. Testing hypotheses</li> <li>3. Hypothesis testing of means-samples with population standard deviation known</li> <li>4. Measuring the power of a hypothesis test</li> <li>5. Hypothesis testing of proportions – large samples /</li> <li>6. Hypothesis testing for differences between means and proportions.</li> </ol>
16.00-17.30	– Practical exercises on STATA software

## WORKSHOP B ON QUANTITATIVE METHODS

May 31<sup>st</sup> : 8.30 am to 7pm

### 2<sup>nd</sup> Part: Linear regression models

**Description and general objective:** This workshop aims to provide a conceptual and practical understanding of linear regression and panel regression models widely used in a variety of economic and management fields. It also seeks to develop participants' ability of how to use econometric software (STATA) in order to estimate the various models and conducts the various statistical tests.

#### **Specific learning objectives:**

##### Knowledge-based objectives:

By the end of this workshop the participant should be able to:

- Estimate simple and multiple linear regression models.
- Test single and multiple hypotheses.
- Determine how well a model fits the data.
- Understand the impact of the violation of assumptions about the parameter estimation (e.g., heteroscedasticity, autocorrelation, normality, linearity), as well as solutions to deal with these problems.
- Run panel data regressions on real datasets.
- Interpret the regressions outputs

##### Skills-based objectives:

Participants of this workshop will be able to apply different estimation methods and statistical tests using real data and econometric software (STATA).

#### Instructor:

This workshop will be moderated by Dr. Kais Bouslah, assistant professor at the School of Management, University of St Andrews.

Page web: <https://www.st-andrews.ac.uk/management/people/kbhb>

**Teaching approach:** Teaching will be based on a participatory approach combining lectures and *practical exercises using STATA* at the end of each session:

- Lectures (1h30 in the morning session and 1h30 in the afternoon session);
- Practical exercises using STATA (1h30 in the morning session and 1h30 in the afternoon session).

## Schedule and activities :

<b>I- Simple and multiple linear regressions</b>	
May 31 <sup>st</sup> 8.30 – 10.00	<ul style="list-style-type: none"> <li>– Introduction to simple and multiple linear regression models</li> <li>– Estimators and their properties</li> <li>– Testing hypotheses about the parameters</li> <li>– Specification tests</li> </ul>
10.30-12.00	– <i>Practical exercises using STATA</i>
<b>II- Panel data models</b>	
May 31 <sup>st</sup> 14.00-15.30	<ul style="list-style-type: none"> <li>– Panel data</li> <li>– Fixed Effects Models</li> <li>– Random Effects Models</li> <li>– Specification Tests</li> </ul>
16.00-17.30	– <i>Practical exercises using STATA</i>

## WORKSHOP C : WRITING SCIENTIFIC ARTICLES:

Part 1: June 7<sup>th</sup> : 14.00 – 12.30

### The Publication Journey: An Editor's Perspective

**Abstract:** This talk is concerned with the publication journey. It describes the publication process from A to Z along with advice on each stage of the process from an editor's perspective.

The main stages of the process are organised around the following:

- (1) Generating ideas and selecting the idea(s) to pursue,
- (2) Executing the research idea(s) and preparing your manuscript,
- (3) Submitting your manuscript and being patient,
- (4) Dealing with referees' comments and revision of your manuscript.

Some final advice shall be provided along with what is expected from referees and guidelines on pitching your research.

#### **Biography of Professor Ouenniche:**

Dr Ouenniche is Professor and Chair in Business Analytics at the University of Edinburgh Business School (UEBS) and named in Chief Data Officer (CDO) Magazine as a Leading Academic Data Leader in 2021. He is a member of the Senate and held several academic and professional positions at UEBS such as member of the Executive Board, Head of the Management Science and Business Economics (MSBE) Group, Director of the MSc programme in Business Analytics, Director of the Exchange programme, Research Champion of MSBE Group, PhD Co-ordinator of MSBE Group, Seminar Organiser for MSBE Group, Advisor for PG Students, and Director of Studies. He holds BSc. in Mathematics and MSc. in Operational Research from the University of Montreal (Canada), and PhD in Operations Management from Laval University (Quebec, Canada).

His research portfolio encompasses a broad range of applications and a variety of research methodologies in predictive and prescriptive analytics, and tackles important managerial issues in manufacturing, transport, public sector policy, banking, finance, and energy. Some of his research is concerned with methodological contributions to the fields of optimization, artificial intelligence, data envelopment analysis, multicriteria decision making, performance evaluation and benchmarking, risk modelling and analysis, and forecasting.

He acts as a Referee for over 40 academic journals, several international conferences, and several national and foreign research councils (e.g., ESRC - The Economic and Social Research Council of the UK; The Leverhulme Trust, UK; SSHRC - The Social Sciences and Humanities Research Council of Canada; FCT - The Foundation for Science and Technology – the Portuguese public research funding agency; GACR - The Czech Science Foundation – the main public funding agency in the Czech Republic).

He is also a Member of the Editorial Board of eight academic journals and is an Associate Editor of Journal of Optimization Theory and Applications (3\*, ABS List). His research is published in Operations Research; European Journal of Operational Research; Computers and Operations Research; Journal of Optimization Theory and Applications; Expert Systems with Applications; International Journal of Operational Research; Journal of the Operational Research Society; Annals of Operations Research; International Journal of Production Economics; International Journal of Production Research; Technological Forecasting and Social Change – An International Journal; International Review of Financial Analysis; Journal of Behavioral and Experimental Finance, Applied Financial Economics; Applied Economics Letters; Energy Economics; Applied Energy; Management Decision; and The Journal of Developing Areas, amongst others.

His teaching experience is international and covers a wide range of areas such as Operations, Logistics, and Supply Chain Management; Performance Analytics; Operational Research & Management Science (e.g., Prescriptive Analytics with Mathematical Programming, Business Analytics with Heuristics); Business Statistics and Methods of Research; and Business Forecasting/Predictive Analytics.

## WORKSHOP C : WRITING SCIENTIFIC ARTICLES:

**Part 2: June 14<sup>th</sup> 1pm to 8pm**

### REVIEWS TO AVOID AND REVIEWER RESPONSE STRATEGIES

**Description :** This workshop proposes a variety of tools that help researchers identify predatory journals. It will also explore all issues related to the process of revising and resubmitting a manuscript.

**Objectives :** Participants will further develop their skills on how to:

- Identify the main practices and tactics commonly used by predatory publishers;
- Avoid publishing their research in low-quality journals;
- Respond successfully to reviewers' comments.

**Teacher :** The workshop will be moderated by Ahmed Marhfor, Professor and Director of the MBA program at the University of Québec in Abitibi (UQAT). Dr Marhfor has been teaching finance courses since 2006. His research interests include corporate governance, investment decisions, and corporate social responsibility. His research has been published in various peer-reviewed journals. Dr Marhfor has also won best papers awards in the Administrative Sciences Association of Canada (ASAC) conference and the 16<sup>th</sup> International Research Conference on Finance (FRAP conference). He is actually an associate editor of the ACRN Journal of Finance and Risk Perspectives.

**Teaching approach:** Teaching will be based on a participatory approach. Examples and discussions will allow participants to acquire skills that help identify predatory journals. In addition, participants will be asked to revise and resubmit a manuscript for further review after a detailed case study.

#### Schedule and activities:

Schedule	Activities to be done by students and teacher
June, 14 <sup>th</sup> 1 pm to 3 pm	<ul style="list-style-type: none"> <li>- Predatory journals characteristics</li> <li>- How to identify predatory journals</li> <li>- List of journals: CRSH, FNEGE...</li> <li>- Scenarios and discussions</li> </ul>
June, 14 <sup>th</sup> 3 pm to 8 pm	<ul style="list-style-type: none"> <li>- Manuscript revision: a case study</li> <li>- Revision and resubmission by participants of a second manuscript.</li> </ul>