

*University of Mannheim - Master in Management - Research Seminar:
Strategic Management, Entrepreneurship, and Digitalization in Family Firms*

MAN 770 Course Program - Syllabus - a.y. 2018

Capsule Course Outline: This research seminar covers current research at the intersection of strategic management research, entrepreneurship, and family firms. A particular focus is put on research on digitalization and the role of CEOs. Students will discuss and reflect upon questions such as “Are family CEOs superior performers?”, “What does it mean to be “married-to-the-firm”?”, or “Are founder CEOs more overconfident than professional CEOs?”, “How to master digital transformation in family firms?” and “What is the social context of firm ownership?” This is an advanced course to be taken towards the master’s end in preparation for the master thesis. It demands a high level of involvement and contribution. *Please, do read this syllabus very carefully before the beginning of the course.*

Instructor	AkadR. Dr. Jan-Philipp Ahrens, Dipl.-Kfm.
Tutor	Baris Istipliler, M.Sc.
Secretary	Gabriele Schleicher, E-mail: schleicher@ifm.uni-mannheim.de
Objectives	<p>The goal of the course is twofold. First, it is designed to help participants gain access to the main topics and theories intersecting strategic management, entrepreneurship, & family business research. We will read and discuss 14 seminal articles, and simulate an academic conference in class. This familiarizes participants with the state of the art research, its designs & methods, and the respective current academic debate.</p> <p>The second goal of the course is to familiarize students with the core techniques of scientific work in business studies. This includes developing a research idea, evaluating its contribution, obtaining data, performing analyses using STATA, and reporting results in article and presentation format. Students will learn to use statistical software. Overall, the course prepares students for writing a master thesis at our chair.</p>
Contents	The course will cover panel data econometrics (Wooldridge Chapter 1-15), an introduction to the databases available at the University of Mannheim, a brief introduction to STATA software, and an extensive discussion of 14 seminal articles.
Format	Lectures. Discussions lead by instructor. Student presentations. Self-study.
Prerequisites	<p>Courses: MAN 630 or MAN 631 or MAN 632 or MAN 633 accomplished or accomplished at the end of the current semester (mandatory).</p> <p>Recommended: CC 502 accomplished (facultative/optional).</p> <p>Books: Introductory Econometrics - A Modern Approach (Wooldridge), An Introduction to Modern Econometrics Using STATA (Baum) (check Lehrbuchsammlung).</p> <p>Software: STATA (check Rechenzentrum website).</p>
Application	Course capacity is limited. Registration via the student portal (Portal2.uni-mannheim.de) is mandatory (Open until 26.8.2018). Additionally, apply to jahrens@staff.mail.uni-mannheim.de by sending your student ID, transcript of grades, and CV & motivation letter (both 1 page). Application deadline: 26.8.2018

Grading: The course consists of three components: I. Student presentation, II. discussion, and III. final assignment (details below). Each component accounts for 33,3% of the course grade.

I. Student presentation: For the presentation, each student (or team of students, depending on participation) will be assigned one (or more, depending on participation) seminal articles. They will present and defend the assigned article in detail in a graded 45 minute power point presentation as if it was their own (30 minute presentation + 5 minutes discussant comment + 10 minute discussion). Each presentation is flanked by an assigned discussant (student or team of students), the discussant comments 5 minutes on the paper in detail. The course will discuss the presentations and the presenter answers questions.

II. Discussion: All seminar participants are expected to read each article and engage in discussion. You are expected to hand-in five questions for each article. Discussion grades will be given on questions handed-in (collected in class) before each of the presentation sessions (September 14th, 21th, and 28th). Please make sure that you have two print-outs of your questions, one for yourself and one to hand in for grading. Regarding the preparation of discussion questions, it may be useful to reflect the following thoughts during the readings:

- What are the central questions addressed? Is the underlying theory and its assumptions consistent?
- What are the core arguments or hypotheses? Are they convincing?
- What is the empirical evidence to support the argument(s)? Is it convincing?
- How could this analysis be improved? Is there a way for a smarter approach? Has the author omitted anything or could adding another angle add new insights? (Be fair and do not make any suggestion that you would not envision to realistically perform yourself.)

III. Final assignment: The final assignment is closely related to the readings. It is designed to be a practice for the master thesis and carried out in teams of students. Student teams will write a scientific article, apply an advanced algorithm that identifies family firm in mass databases, and properly apply and evaluate panel regressions:

Assignment (30-40 pages + CD): Collect a panel of German family firms (FFs) & non-family firm using the beta 1.0 algorithm. Analyze your panel in STATA: How & why do FFs differ from NFFs in a variable or event of your choice? Write a scientific article with the following sections: Introduction, Theory, Methods, Results, Discussion, and Conclusion. Hand in collection routines, the sample, STATA .do & .log file on CD attached to your manuscript. Violating the upper or lower page limit will result in a grading penalty.

Assignment format: A4, Times New Roman, size 11, double spacing, 2,5 cm margins. References and exhibits are included in the 40 page limit. **Assignment deadline: December 1st 2018 at 11:59 a.m. CET. Only assignments handed to the course secretary on time are graded. No extension will be granted.**

Attendance: Attendance of each session is mandatory & signature-based. Exceptions will be made for students having an exam or if a medical certificate is provided. Students must attend for a grade.

Syllabus

Session 1 & 2: Introduction.

Date & venue: September 4th (10:00-15:15), in L9, 1-2, room 409.

Assignment of presentation articles depending on course participant numbers. Introduction to course and distribution of presentations & assignments. Introduction to the databases available at the University of Mannheim, brief introduction to STATA. The scientific method, theories of science, and scientific approaches. Summary of undergraduate level econometrics (Wooldridge): Gauss-Markov theorem, MLR & interactions, bias, efficiency, consistency, ANOVA, and fundamentals of probability.

Session 3, 4, & 5: Family Firms & Performance.

Date & venue: September 14th (10:00-15.15), in L9, 1-2, room 210.

Econometrics: Stochastic processes, stationarity and dependency, auto-correlation, time-trends, seasonality, random walks, first-differencing, AR(q) serial error-correlation, feasible generalized least squares, difference-in-difference estimator.

Student presentations & discussion 1-4, 45 minutes each.

Readings, question hand-in, & student presentation order:

1. Anderson, R.C., & Reeb, D.M. (2003). Founding-family ownership and firm performance: Evidence from the S&P 500. *Journal of Finance*, 58(3), 1301-1328.
2. Villalonga, B., & Amit, R. (2006). How do family ownership, control and management affect firm value? *Journal of Financial Economics*, 80(2), 385-417.
3. Fitza, M., & Tihanyi, L. (2017). How Much Does Ownership Form Matter. *Strategic Management Journal*, 38(13), 2726-2743.
4. Hambrick, D.C., & Mason, P.A. (1984). Upper echelons: The organization as a reflection of its top managers. *Academy of Management Review*, 9(2), 193-206.

Tutorial I - Algorithms & Panel Regressions using STATA (optional).

Date & venue: September 14th (15:30-18:45), in L9, 1-2, room 210.

The tutorial is tailored to enhance student's skills to master the core topics of the final assignment.

Session 6, 7, & 8: Family Firms, Leadership & Succession.

Date & venue: September 21th (10:00-15:15), in L9, 1-2, room 210.

Econometrics: Unobserved heterogeneity, pooled OLS, first-differenced estimator, fixed effects estimator, random effects estimator, instrumental variables estimation and 2SLS, heckit estimator.

Writing: Introduction to award winning scientific writing (Instructor).

Student presentations & discussion 5-8, 45 minutes each.

Readings, question hand-in, & student presentation order:

5. Ahrens, J.-P., Calabrò, A., Hubrechts, J., & Woywode, M. (2018). Family successor performance - A methodological reflection. Academy of Management conference paper.
6. Calabrò, A., Minichilli, A., Amore, M. D., & Brogi, M. (2018). The courage to choose! Primogeniture and leadership succession in family firms. *Strategic Management Journal*, forthcoming.
7. Ahrens, J.-P., Uhlaner, L., Woyowde, M., & Zybura, J. (2018). “Shadow emperor” or “loyal paladin”? - The Janus face of previous owner involvement in family firm successions. *Journal of Family Business Strategy*, 9(1), 73-90.
8. Wiersema, M. F., Nishimura, Y., & Suzuki, K. (2018). Executive succession: The importance of social capital in CEO appointments. *Strategic Management Journal*, 39(5), 1473-1495.

Tutorial II - Algorithms & Panel Regressions using STATA (optional).

Date & venue: September 21th (15:30-18:45), in L9, 1-2, room 210.

The tutorial is tailored to enhance student’s skills to master the core topics of the final assignment.

Session 9, 10, & 11: Digitalization, Professionalization, and Social Capital in Family Firms.

Date & venue: September 28th (10:00-15:15), in L9, 1-2, room 210.

Student presentations & discussion 9-14, 45 minutes each.

Readings, question hand-in, & student presentation order:

9. Hess, T., Matt, C., Benlian, A., & Wiesböck, F. (2016). Options for Formulating a Digital Transformation Strategy. *MIS Quarterly Executive*, 15(2), 123-139.
10. Belenzon, S., Pataconi, A., & Zarutskie, R. (2016). Married to the firm? A large-scale investigation of the social context of ownership. *Strategic Management Journal*, 37(13), 2611-2638.
11. Byun, H., Frake, J., & Agarwal, R. (2018). Leveraging who you know by what you know: Specialization and returns to relational capital. *Strategic Management Journal*, forthcoming.
12. Ahrens, J. P., Landmann, A., & Woywode, M. (2015). Gender preferences in the CEO successions of family firms: Family characteristics and human capital of the successor. *Journal of Family Business Strategy*, 6(2), 86-103.
13. Flammer, C., & Bansal, P. (2017). Does a long-term orientation create value? Evidence from a regression discontinuity. *Strategic Management Journal*, 38(9), 1827-1847.
14. Lee, J. M., Hwang, B. H., & Chen, H. (2017). Are founder CEOs more overconfident than professional CEOs? Evidence from S&P 1500 companies. *Strategic Management Journal*, 38(3), 751-769.

Session 12: Progress meeting with instructor & tutor - final assignment.

Date & venue: October 5th (10:00-12:00), in L9, 1-2, room 210.

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