



NIDA Business School cordially invites you to

**THE INS AND OUTS OF EXPERIMENTAL DESIGNS IN MANAGEMENT RESEARCH**



by

**Xiao-xiao Liu**  
Xiamen University

**21 March 2024**

**14:00 – 16:00** (exact time to be determined)

**Room 812**

### **Abstract / Synopsis**

Experimental designs have garnered renewed and increased attention in management research in recent years due to the power of experimental designs in providing causal evidence and improving internal validity of research results. However, many management scholars have received limited training in experimental designs. As a result, management scholars also face significant obstacles in designing and conducting experimental research, as well as publishing their research in top tier journals. This seminar aims to enhance participants' understanding in experimental design through discussions on the roles and purposes of using experiments to advance theory and practice in management research, as well as discuss the different ways experimental design can be incorporated into management research. Dr. Liu will use her research as a backdrop and explain how she planned, designed and conducted experiments, as well as discuss some of the pitfalls that researchers need to be aware. The seminar will also include a demonstration on experimental designs with seminar participants.

### **About the Speaker**

Dr. Xiao-xiao Liu is an Associate Professor at Xiamen University School of Management. Her research expertise is in the areas cultural foundations of ethical decision making and judgment. She also examines the micro foundations of legitimacy management and institutions more broadly, focusing on the cross-level interfaces between individual factors and macro patterns. Her most recent research involves the psychology of vegetarianism in China, and its implications for management and institutional development. Her research has appeared in top outlets such as *Journal of Business Ethics*, *Organizational Behavior and Human Decision Processes*, *Management and Organizational Review*, *Journal of Cross-Cultural Psychology*, among others. She is also on the Editorial Review Board of *Asia Pacific Journal of Management*. She teaches Fundamentals in Psychology and Personnel Selection, and Business Ethics and Corporate Social Responsibility. She received her Ph.D. in Organizational Behavior from Nanyang Technological University (Singapore).

### **Registration**

Kindly make your reservation by 19 March 2024 at the following QR code:

NIDA Business School • National Institute of Development Administration  
8<sup>th</sup> Floor, Boonchana-Atthakororn Bldg., 148 Serithai Rd., Bangkok 10240