OBAIS Seminar Series

Meta-Analysis: A Critical Ingredient for Knowledge Development in Business

Dr. Ahmet H. Kirca, Ph.D.
Associate Professor, Eli Broad College of Business, Michigan State University

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Abstract: In this talk, I will discuss the significance of meta-analytic methods in business research and provide guidelines in efforts to detail how meta-analytic approaches can further enhance knowledge development and dissemination in business fields. Specifically, I will provide an overview of the meta-analytic research process, (b) briefly summarize the role that meta-analysis has played in the synthesis of research in marketing, management and international business fields, and (c) provide examples of “best practices” from these sub-disciplines.

Biography: Ahmet H. Kirca is an Associate Professor of International Business and Marketing at the Broad College of Business, Michigan State University. His primary research interests focus on firm strategic orientations in the global market place and firm internationalization. He has published articles in a number of academic journals, including the Academy of Management Journal, Journal of Marketing, Journal of Management, and Journal of the Academy of Marketing Science, among others. Kirca currently teaches marketing strategy, global marketing and international business courses in the undergraduate and graduate programs at MSU.