

MAN 770 Research Seminar: Strategic Leadership and Family Firms*Preliminary Syllabus - HWS 2026***Important Information:** This syllabus might be subject to changes until the start of the semester!

Course Outline: This quantitative research seminar covers current research at the intersection of strategic leadership and entrepreneurship. *Please, read this syllabus and all articles very carefully before the beginning of the course.*

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Objectives: The goal of the course is twofold. First, it is designed to help participants gain access to the main topics and theories in strategic leadership and entrepreneurship research. We will read and discuss 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 & practice. The second goal of the course is to familiarize students with the core techniques of quantitative 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's thesis at our chair.

Contents: The course will cover panel data econometrics, an introduction to the databases available at the University of Mannheim, a brief introduction to STATA software, and an extensive discussion of seminal articles in line with the state-of-the-art scientific discourse.

Format: Lectures. Discussions led by instructors. Student presentations. Self-study. Seminar paper.

Prerequisites:

- Recommended Courses: CC 502 accomplished (facultative/optional).
- Recommended Books: Introductory Econometrics - A Modern Approach (Wooldridge), An Introduction to Modern Econometrics Using STATA (Baum) (check Lehrbuchsammlung).
- Required Software: STATA (We highly recommend installing STATA on your personal laptop. Please check the website of the Rechenzentrum).

Also open for: Non-MMM students, e.g., languages, psychology, MaKuWi, MMBR, etc.

Application: Registration for MAN 770 Research Seminar and MAN 770 Exercise Class via the student portal ([Portal2.uni-mannheim.de](https://portal2.uni-mannheim.de)) is mandatory until August 27th, 2026. Additionally, apply to kai.froemsdorf@uni-mannheim.de by sending your student ID and a transcript of your grades by the same deadline. Late and incomplete applications will not be considered.

Grading: The course consists of three components: I. Student presentation, II. discussion, and III. final assignment (details below).

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 article(s). They will present and defend the assigned article in detail in a graded 20-minute PowerPoint presentation as if it was their own. The student presentation will account for 30% of the final grade.

II. Discussion: All seminar participants are expected to read each article and engage in discussion. After each student presentation, the entire course will discuss the presentations, and the presenter will answer questions (5-10 minutes). The participation in the discussion will account for 20% of the final grade.

III. Final assignment (15-20 pages + data carrier): 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 and properly apply and evaluate panel regressions. The content and structure of the assignment will follow the guidelines outlined below:

Assignment format: A4, Times New Roman, size 12, double spacing, 2,5 cm margins. References and exhibits are included in the page limit. Each team can request a consulting session for the quantitative methods of their final assignment. Please register for it via an email to the course tutor.

Assignment Topics (Examples from past semesters):

- 1) The effect of CEO stock ownership on firm innovation
- 2) The effect of CEO stock ownership on firm risk-taking
- 3) The effect of CEO conservatism on firm innovation
- 4) The effect of CEO conservatism on firm risk-taking

Deadlines:

- Application period: 24-Aug-2026 until 27-Aug-2026 (end of day)
- Announcement of participants: 03-Sep-2026 (at the latest)
- Acceptance of offer: 04-Sep-2026
- Final assignment: 15-Dec-2026

Attendance: Attendance of each session is mandatory. Exceptions will be made for students having an exam or if a medical certificate is provided. Students must attend for a grade. Attendance of exercise classes is highly recommended but not mandatory.

Day 1: Introduction & Econometrics Theory Refresher

Date & venue: September 10th, 2026 (09:00 - 14:00), EO 256

Introduction to the course and distribution of presentations & assignments depending on course participant numbers. Introduction to the databases available at the University of Mannheim, a brief introduction to undergraduate level econometrics.

Day 2: Strategic Leadership Session

Date & venue: October 15th, 2026 (09:00 - 14:00), EO 256

Student presentations & discussion 1-6, 30 minutes each.

Recommended reading for course discussion:

Neely, B.H., Lovelace, J.B., Cowen, A.P., & Hiller, N.J. (2020). Metacritiques of Upper Echelons Theory: Verdicts and Recommendations for Future Research. *Journal of Management*. 1029–1062.

Hambrick, D.C., & Mason, P.A. (1984). Upper Echelons: The Organization as a Reflection of its Top Managers. *Academy of Management Review*. 193-206.

Readings & student presentation order:

1. Hayward, M.L.A., & Hambrick, D.C. (1997). Explaining the Premiums Paid for Large Acquisitions: Evidence of CEO Hubris. *Administrative Science Quarterly*. 103–127.
2. Chatterjee, A., & Hambrick, D.C. (2007). It's all About me: Narcissistic Chief Executive Officers and Their Effects on Company Strategy and Performance. *Administrative Science Quarterly*. 351–386.
3. Crossland, C., Zyung, J., Hiller, N.J., & Hambrick, D.C. (2014). CEO Career Variety: Effects on Firm-Level Strategic and Social Novelty. *Academy of Management Journal*. 652–674.
4. Graf-Vlachy, L., Bundy, J. & Hambrick, D.C. (2020). Effects of an Advancing Tenure on CEO Cognitive Complexity. *Organization Science*. 936–959.
5. DesJardine, M.R., & Shi, W. (2021). How Temporal Focus Shapes the Influence of Executive Compensation on Risk Taking. *Academy of Management Journal*. 265–292.
6. Tarakci, M. & Fewer, T. (2025). CEO political partisanship and corporate misconduct. *Academy of Management Journal*. 357-379.
7. Harrison, J.S., Thurgood, G.R., Boivie, S., & Pfarrer, M.D. (2020). Perception is Reality: How CEOs' Observed Personality Influences Market Perceptions of Firm Risk and Shareholder Returns. *Academy of Management Journal*. 1166–1195.

Day 3: Entrepreneurship Session & Theories of Science Refresher

Date & venue: tbd, 2026 (09:00 - 14:00), EO 256

Student presentations & discussion 5-9, 35 minutes each.

Readings & student presentation order:

1. Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217-226. <https://doi.org/10.5465/amr.2000.2791611>
2. Aldrich, H. E., & Fiol, C. M. (1994). Fools rush in? The institutional context of industry creation. *Academy of Management Review*, 19(4), 645-670. <https://doi.org/10.5465/amr.1994.9412190214>
3. Tonoyan, V., Strohmeier, R., & Jennings, J. E. (2024). Working for Jessica or Michael? Implications of gender stereotypes for job application intentions at technology startups. *Strategic Entrepreneurship Journal*.
4. Tonoyan, V., Strohmeier, R., & Jennings, J. E. (2020). Gender gaps in perceived start-up ease: Implications of sex-based labor market segregation for entrepreneurship across 22 European countries. *Administrative Science Quarterly*, 65(1), 181-225.
5. Younkin, P., & Kuppaswamy, V. (2018). The colorblind crowd? Founder race and performance in crowdfunding. *Management Science*, 64(7), 3269-3287.
6. Abraham, M. (2020). Gender-role incongruity and audience-based gender bias: An examination of networking among entrepreneurs. *Administrative Science Quarterly*, 65(1), 151-180.

Exercise Class Day 1: Stata Session I (separate, apply in Portal2)

Date & venue: September 16th, 2026 (08:30 – 11:30), 358 PC Pool (L7, 3-5)

Topics: STATA introduction, data import and export, descriptive analysis, and data visualization.

Exercise Class Day 2: Stata Session II (separate, apply in Portal2)

Date & venue: October 21st, 2026 (08:30 – 11:30) 358 PC Pool (L7, 3-5)

Topics: Merging and transposing data, regression analysis, and robustness checks.