

# RESEARCH SPOTLIGHT BY MSU & TEXAS A&M CIBERS

## The Need for Survey Research in International Business/Marketing: Tips and Trends

For this webinar, we invited three well-established international business/marketing scholars. Our panelists will discuss the need for survey research to address important international business/marketing phenomena, speaking to contemporary conceptual and methodological best practices. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

### FEATURED SPEAKERS

**Dr. Cheryl Nakata**

University of North Carolina Greensboro



**Dr. Ayşegül Özsoyer**

Koç University



**Dr. Matthew J. Robson**

Cardiff University



### KEY TAKEAWAYS

- Learn areas of research opportunity that can best be explored via survey research
- Gain insights into different theoretical foundations for advancing the international business/marketing literature
- Tips related to best practices for designing and executing survey research for publication in the international business/marketing literature

### CO-HOSTED BY



**Dr. Ahmet Kirca**

Michigan State University



**Dr. David Griffith**

Texas A&M University

**FRIDAY, FEBRUARY 25**  
**12:00 - 1:30 PM EST**  
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