Workshop on
Fuzzy Set Qualitative Comparative Analysis (fsQCA)
with Quantitative Data

Date: 26 October 2018
Time: 11:00-17:00

Outline:
- 11-13.00 presentation of fsQCA
    - 11:00-12:00 Intro and basic terms/concepts
    - 12:15-13:00 Example "A typical study of e-commerce adoption"
- 13:00-14:00 Lunch break
- 14:00-17:00 Practical Session/Demonstration
    - Step by step using existing dataset from a published paper (JBR)
        - Contrarian case analysis
        - Data Calibration
        - FsQCA
        - Predictive validity
    - Compare 2 models from the same study, fsQCA and SEM

Participants:
Anyone with basic knowledge of data analysis interested in analysing quantitative data. No expertise in data analysis is required.

The workshop:
The goal of this workshop is to provide an introduction to a relatively new method of data analysis, along with a different way of thinking, as well as a step-by-step methodological approach on how to apply it in Marketing and IS research. Methodology is essential, as it not only defines how we study a phenomenon, but also affects how we think about it (Bagozzi, 2007).

We will discuss on why and how theory construction and data analysis need to evolve and move from symmetric thinking to follow algorithm and asymmetric alternative paradigms.

FsQCA has received increased attention recently because when it is applied together with complexity theory, researchers have the opportunity to gain deeper and richer perspectives on different data and analytics (Ordanini et al., 2014; Pappas, 2018; Pappas et al., 2016; Pappas et al., 2017; Woodside, 2014). A great number of studies in the area follows the well examined models of technology acceptance and adoption (see Dwivedi et al. 2017 for meta-analysis and Venkatesh et al. 2014 for review of existing work relating to one of such theory). We answer to the need to extend and evolve technology acceptance theories and models to better capture real-life phenomena, which are by definition complex and multi-dimensional (Benbasat & Barki, 2007; Nistor, 2014). By using fsQCA researchers go beyond regression-based methods, since they are able to identify complexities inherent in real-life situations and find multiple pathways that explain the same outcome.

Beyond the introduction, we will present details and examples on how to employ fsQCA using the respective software application. FsQCA can be downloaded freely on the internet. Find version FsQCA 2.0 here http://www.u.arizona.edu/~cragin/fsQCA/software.shtml for computers running Windows. A step by step demonstration will be performed. Participants are encouraged to bring their own work (e.g., working papers, datasets) to discuss it with Dr. Pappas.

Presenter:
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Ilias is a Marie Skłodowska-Curie fellow the Department of Computer Science, NTNU, Norway. He has published several articles in international journals and international conferences including Journal of Business Research, European Journal of Marketing, Information & Management, Computers in Human Behavior, Telematics & Informatics employing fsQCA in various contexts.
More info: https://www.ntnu.edu/employees/ilpappas

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