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Management
Faculdade de Economia,
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Keynote Presentation: Samples, Scales and Statistics: The good, the bad and the robust

In this talk Professor Elizabeth Reis will approach three different problematic issues when doing research in business and management: 1) sample selection in surveys, by examining what actually happens in real polling and trying to explain the reasoning behind the choice between different sampling practices; 2) the use of Likert or other verbal rating scales, by examining what happens when ordinal scales are analysed as metric variables; and 3) the possible application of robust statistical methods to data gathered from non random samples and non metric scales. The presentation reviews the main problems related to the following three issues when doing research in business and management: non random samples, non metric scales and robust statistics.

Professor Elizabeth Reis

Elizabeth Reis is full professor of Statistics and Marketing Research at the Department of Quantitative Methods, ISCTE Business School (IBS) in Lisbon. She has a degree in Economics from the Faculty of Economics, University of Oporto and completed a Ph.D. in Social Statistics at the University of Southampton, UK.

Her research interests are focused both on data collection (evaluation of sampling methods and survey quality) and data analysis methodologies (multivariate statistics applied to business and management research).

She is now President of the Scientific Committee of the ISCTE Business School, Director of the Management Doctoral Programme and President of the Business and Management Research Unit (UNIDE – Unidade de Investigação em Desenvolvimento Empresarial). She is currently involved with a range of projects related to different aspects of “sampling methodologies and quality in marketing and opinion surveys” and to “life styles, expectations, values, motivations and behaviour of young consumers aged 18 up to 29 years”.