





## Program of the 4<sup>th</sup> Research Workshop of the Faculty of Business, Economics and Social Sciences on April 29, 2024: BESST 4 - Business, Economics and Social Sciences retreat

Place: Blauer Saal, Schloss Hohenheim

All researchers of the faculty are cordially invited. Especially the discussion at 16:50 is aimed at doctoral and postdoctoral researchers.

Please register by April 25 via <https://t1p.de/b8ji3>.

Time	Item	Speakers
From 10:45	Arrival	
11:00	Welcome	Henner Gimpel
11:10	<b>See it for Yourself: E. Coli Test Kits and Ceramic Water Filter Compliance in the Kibera Informal Settlement</b>	Hamid R. Oskorouchi Marta Parigi Alfonso Sousa-Poza
11:50	<b>The Interaction Purification Model - Understanding the Moral-Cognitive Antecedents of Pro- and Antisocial Behaviors at Work</b>	Robin Umbra Ulrike Fasbender
12:30	Lunch break (1,5 hours)	
14:00	<b>(Behavioral) Management Accounting and Sustainability</b>	Anja Schwering
14:50	<b>Toward the Next Frontier – The Role of Thought-Leading Voices and Narratives in Entrepreneurial Ecosystem Development</b>	Andreas Kuckertz
15:30	Break (30 minutes)	
16:00	<b>Platform for Systematic AI-Based Research in Business, Economics and Social Sciences: Proposal to Establish an Integrated Data Pipeline at the University of Hohenheim</b>	Johannes Bleher Robert Jung
16:40	Break (10 minutes)	
16:50	<b>Discussion on Generative AI in the Research and Writing Process Moderated by Henner Gimpel</b>	Mareike Schoop Jens Vogelgesang Robert Jung
17:50	Closing remarks	Henner Gimpel
From 18:00	Dinner (Café   Restaurant Denkbar)	

- Approx. 15 minutes presentation and approx. 20 minutes discussion per contribution.
- The one-hour discussion will be moderated by Henner Gimpel. All participants are cordially invited to contribute questions and share their experiences.
- Snacks, coffee and other drinks will be available during the research workshop. Lunch and dinner will be paid by the participants themselves.

Presentation Subjects and Descriptions	Speakers
<p><b>See it for Yourself: E. Coli Test Kits and Ceramic Water Filter Compliance in the Kibera Informal Settlement</b></p> <p><i>To combat the bacterial contamination of drinking water that is a major cause of death, especially among poor children, policy makers in settings with inadequate or even nonexistent water infrastructure often rely on low- tech point-of-use water purification methods. Yet despite these technologies' well-documented cost effectiveness in reducing waterborne diseases and even mortality, compliance with their use remains low. This study will thus conduct a clustered randomized controlled trial to test whether providing easy-to-use and easy- to-interpret water contamination test kits can increase the usage of ceramic water filters distributed freely to 1,008 households in the informal settlement of Kibera, Nairobi. In addition to measuring the amount of filtered water collected as recorded by a domestic water meter installed inside each CWF, it will estimate the intervention's causal effect on a series of health and nonhealth outcomes, including child diarrhea and wasting. It will also determine whether any effects of test kit provision are heterogenous dependent on test outcome (positive vs. negative) and/or type of water tested (raw vs. filtered).</i></p>	<p>Hamid R. Oskorouchi Marta Parigi Alfonso Sousa-Poza</p>
<p><b>(Behavioral) Management Accounting and Sustainability</b></p> <p><i>Management accounting emphasizes the decision-facilitating and decision-influencing roles of information. Thus, research in this field can make crucial contributions to integrating sustainable decision-making within companies and organizations. For example, the design of management control systems can influence individual behavior by promoting sustainable decision-making practices. Moreover, a sustainable management philosophy may also positively affect individual motivation and performance. Hence, I will explore future research avenues that consider both the enhancement of sustainable decisions in companies and the beneficial impacts of sustainability on individual performance.</i></p>	<p>Anja Schwering</p>
<p><b>The Interaction Purification Model - Understanding the Moral-Cognitive Antecedents of Pro- and Antisocial Behaviors at Work</b></p> <p><i>This presentation will explore the interaction purification model, which proposes that individuals in the workplace are motivated by a desire to uphold moral standards in their interactions with the work environment. The model suggests that individuals seek to establish interactions that are free from moral misconduct and promote ethical conduct among themselves and others. This presentation will discuss how this model can help us understand the behaviors of individuals in the workplace, both positive and negative.</i></p>	<p>Robin Umbra Ulrike Fasbender</p>

<p><b>Toward the Next Frontier – The Role of Thought-Leading Voices and Narratives in Entrepreneurial Ecosystem Development</b></p> <p><i>Entrepreneurial ecosystems (EEs) represent regional agglomerations of entrepreneurial activity, which one can characterize by their dominant narratives. The entrepreneurship literature has recently shifted focus toward analyzing such narratives within EEs (e.g., Roch et al., 2021; Kimmit et al., 2023; or Munoz et al., 2022). EE narratives shape entrepreneurial behavior (Hubner et al., 2022) and are thus essential to understanding an EE's development stage and potential paths for further development. Despite EEs being self-regulating systems, which suggests that efforts to manage them might be less effective compared to other types of systems, we posit that a qualitative difference exists among various EE actors and institutions regarding their influence on the EE discourse. Hence, we will answer the research question of how, in particular, thought-leading voices aim to contribute to EE development through their discourse contributions.</i></p> <p><i>Prior research on EE narratives has been predominantlyly conceptual, qualitative, or based on relatively small samples. Therefore, we utilize a substantial dataset of postings from a micro-blogging platform, specifically Twitter, to associate these postings with 231 United States (US) EEs. In doing so, we achieve a deeper characterization of EE narratives and the micro-foundations of EEs (Wurth et al., 2022) through natural language processing approaches such as sentiment analysis and topic modeling. The final theoretical model provides a simplified, stage-specific framework for understanding thought leadership in EEs. It thus enriches EE theory and may prove particularly valuable for policy-making or the formulation of EE development strategies, as it provides clear roles and foci for thought leaders across different EE stages.</i></p>	<p>Andreas Kuckertz</p>
<p><b>Platform for Systematic AI-Based Research in Business, Economics And Social Sciences: Proposal to Establish an Integrated Data Pipeline at the University Of Hohenheim</b></p> <p><i>The availability of comprehensive and high-quality data forms the backbone of modern AI-supported empirical research across all scientific fields. In Hohenheim, especially in business, economics and social sciences, we face the challenge of adequately shaping these developments. To this end, we are proposing an initiative for the establishment of an institutional data pipeline in Hohenheim, which relies on the effective division of labour between data collection and analysis and aims to leverage synergies of existing institutions in Hohenheim (e.g., KIM) and beyond (e.g., NFDI).</i></p> <p><i>The starting point for the data pipeline could be unstructured, isolated, possibly proprietary data sets that have been created at great expense. The goal would be the systematic capture, storage, and AI-based data evaluation in the Hohenheim. The Computational Science Hub (CSH) is proposed as a coordinating platform. In conjunction with the Core Facility and the DALAHO anchored there and the Statistical Consulting Unit, seamless integration and efficient use of large volumes of data should be enabled. The focus is not only on collecting and storing data—although large capacities and storage systems are needed—but especially on the efficient, scientific evaluation of these 'expensive data treasures.' A Hohenheim data pipeline can provide the foundation and starting point for innovative joint projects and smooth integration into the National Research Data Initiative.</i></p>	<p>Johannes Bleher Robert Jung</p>