



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
УНИВЕРСИТЕТ

"Employees for the New Economy: Change in Requirements of Business and Educational System Opportunities"

National Research University
Higher School of Economics

Nikolay Filinov

14 November 2019

Abundance of Information Leads to (Sometimes) Unexpected Consequences

- Ease of dissemination of low quality information (consider so called fake news)
- Scientific approach to real-life problems may prove to be much more practical

How to counter low quality information?

- Critical assessment methodology (EBM - Evidence-Based Management, CAT - Critically Appraised Topics)
- Considering the variety of sources
- Understanding research designs
- Scales, checklists and criteria for the assessment

Checklist for a Cross-Sectional Study

Appraisal questions	Yes	Can't tell	No
1. Did the study address a clearly focused question / Issue?			
2. Is the research method (study design) appropriate for answering the research question?			
3. Is the method of selection of the subjects (employees, teams, divisions, organizations) clearly described?			
4. Could the way the sample was obtained introduce (selection) bias?			
5. Was the sample of subjects representative with regard to the population to which the findings will be referred?			
6. Was the sample size based on pre-study considerations of statistical power?			
7. Was a satisfactory response rate achieved?			
8. Are the measurements (questionnaires) likely to be valid and reliable?			
9. Was the statistical significance assessed?			
10. Are confidence intervals given for the main results?			
11. Could there be confounding factors that haven't been accounted for?			
12. Can the results be applied to your organization?			

ILO and its Verification - HSE

- Correctly uses methods of searching and evaluating the reliability of information contained in various literature, the Internet, research results, surveys and reviews to solve managerial problems
- Performing an individual task for the search and analysis of sources to solve a specific management problem

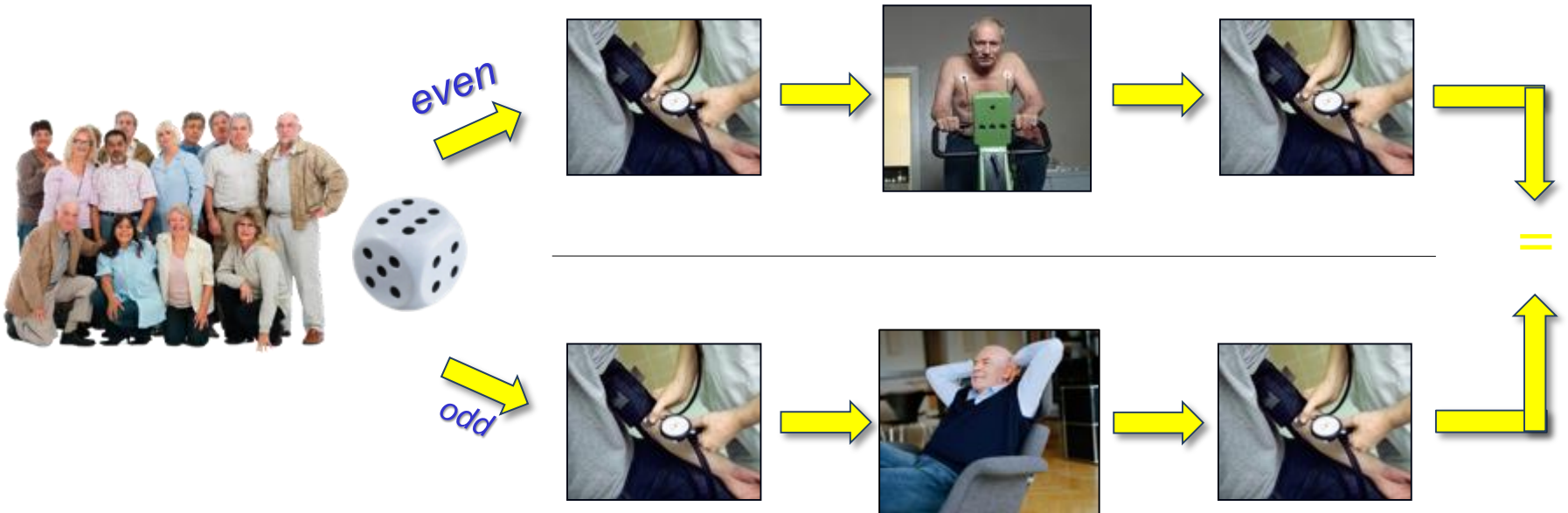
Scientific approach to real-life problems may prove to be much more practical

- Camuffo, A., Cordova, A., Gambardella, A. and Spina, C., 2019, “A Scientific Approach to Entrepreneurial Decision-Making: Evidence from a Randomized Control Trial,” *Management Science*, forthcoming.

A Scientific Approach to Entrepreneurial Decision-Making

- The panel sample of randomized control trial includes 116 Italian startups and 16 data points over a period of about one year.
- The treated startups have been taught to conduct rigorous tests of their hypotheses very much like scientists do in their research.

Randomized control trial (RCT)



A Scientific Approach to Entrepreneurial Decision-Making

- We let the firms in the control group to follow their intuitions about how to assess their idea.
- Entrepreneurs who behave like scientists perform better, pivot to a greater extent to a different idea, and do not drop out less than the control group in the early stages of the startup.
- The scientific approach improves precision as it reduces the odds of pursuing projects with false positive returns, and raises the odds of pursuing projects with false negative returns.



Thank you for your attention!

Nikolay Filinov

nfilinov@hse.ru

nikolay.filinov (Skype)