

Theory Explanation Stories

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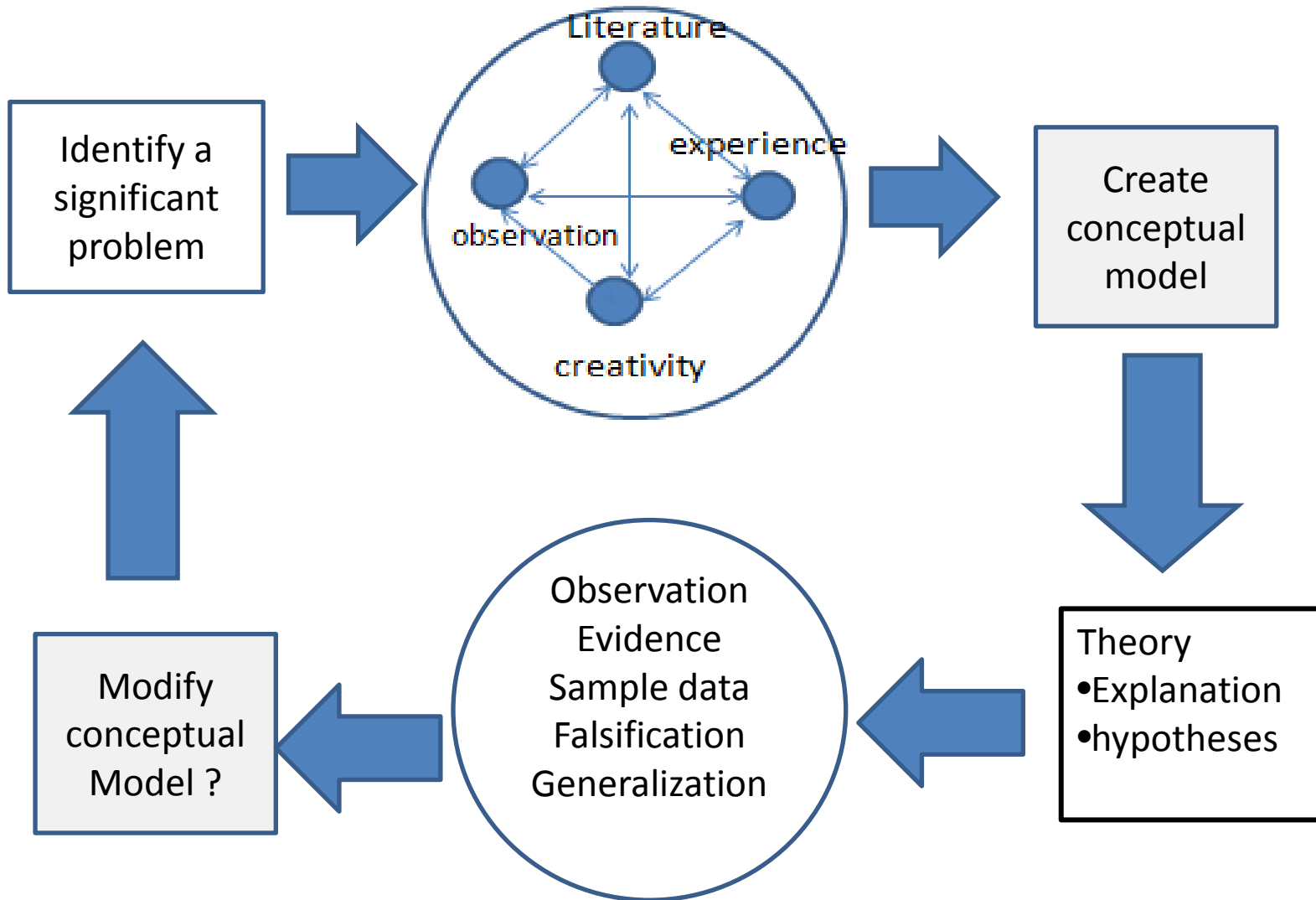
Lecture at

London School of Commerce

August 14 2013

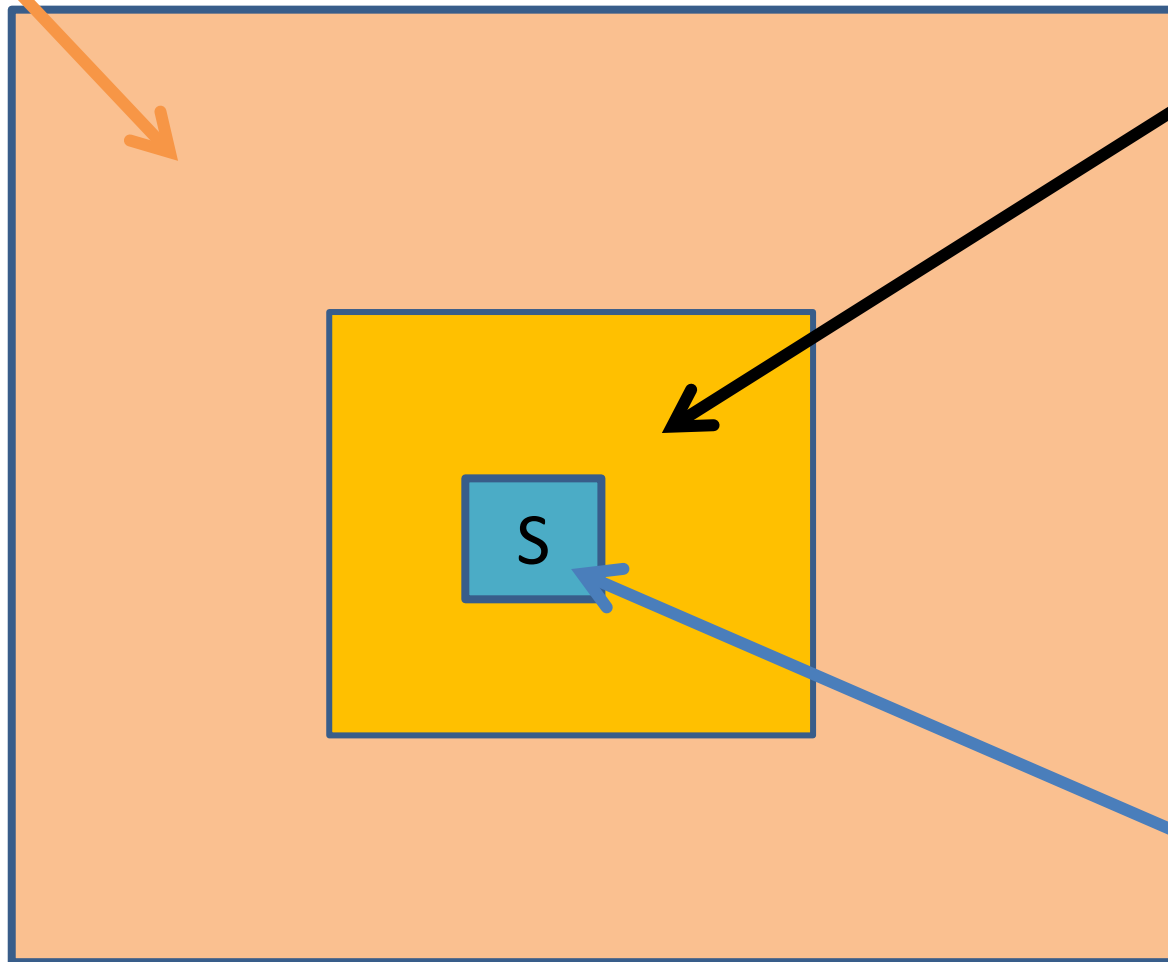
Summary

- 1. methodology/choice of methodology,**
- 2. designing a conceptual model/theory**
- 3. testing the conceptual model/theory**
- 4. adapting the model/conjecture and refutation**
- 5. what constitutes a test in various circumstances**
- 6. making inferences from a sample/subset of data about the population as a whole**
- 7. varieties of story telling**



POTENTIAL

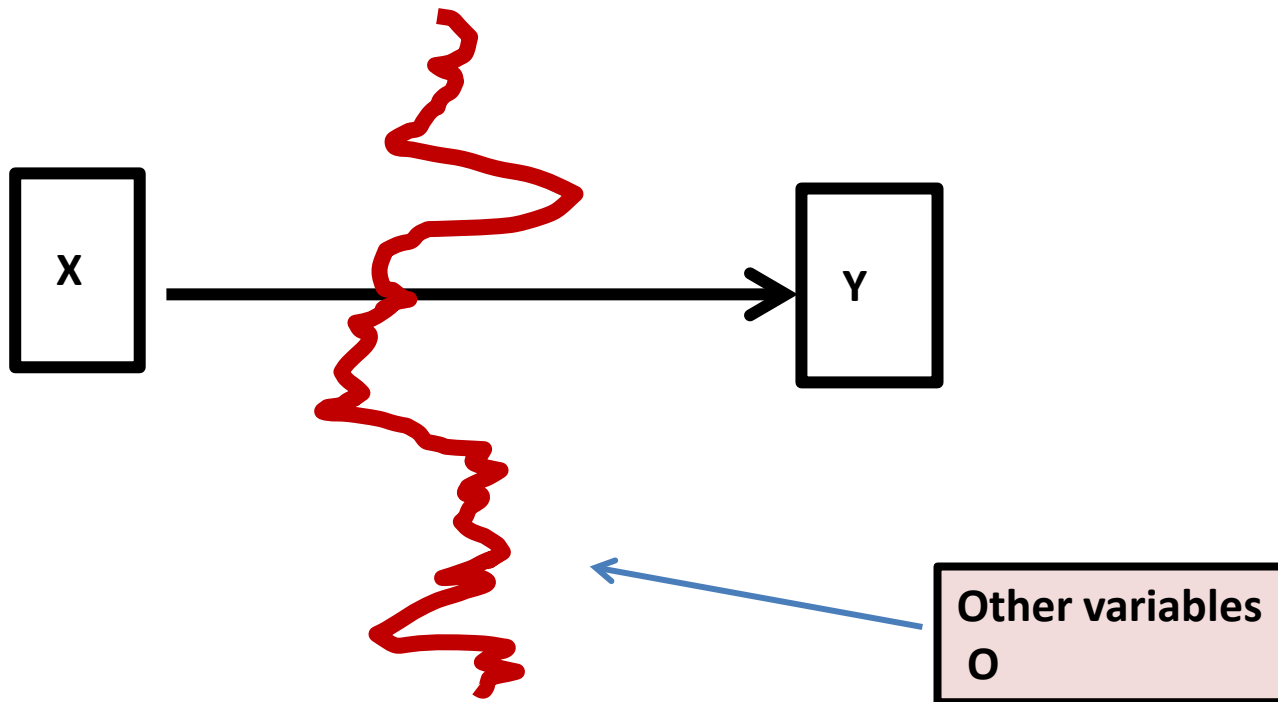
POSSIBILITY



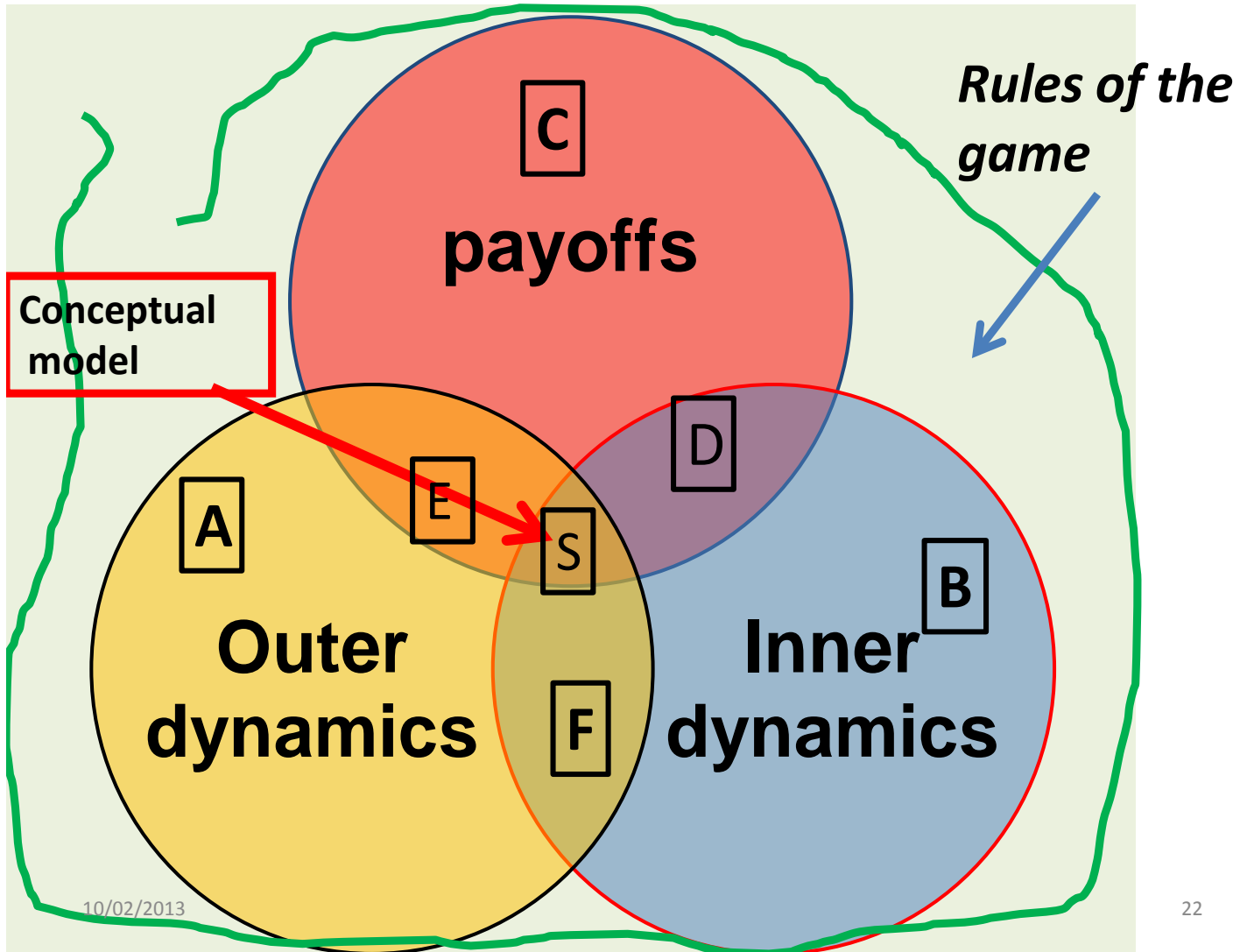
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STATE

**Interference
of the relation of
X to Y**

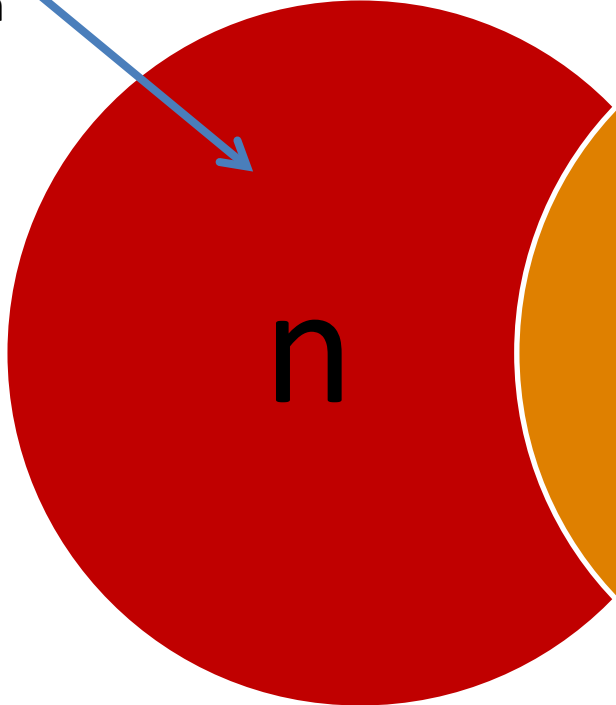
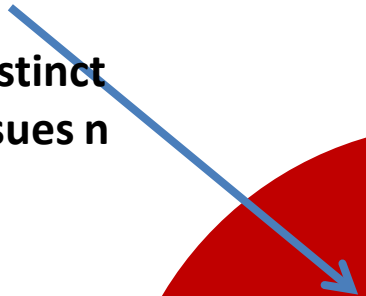


**Variables other than X
that effect Y**



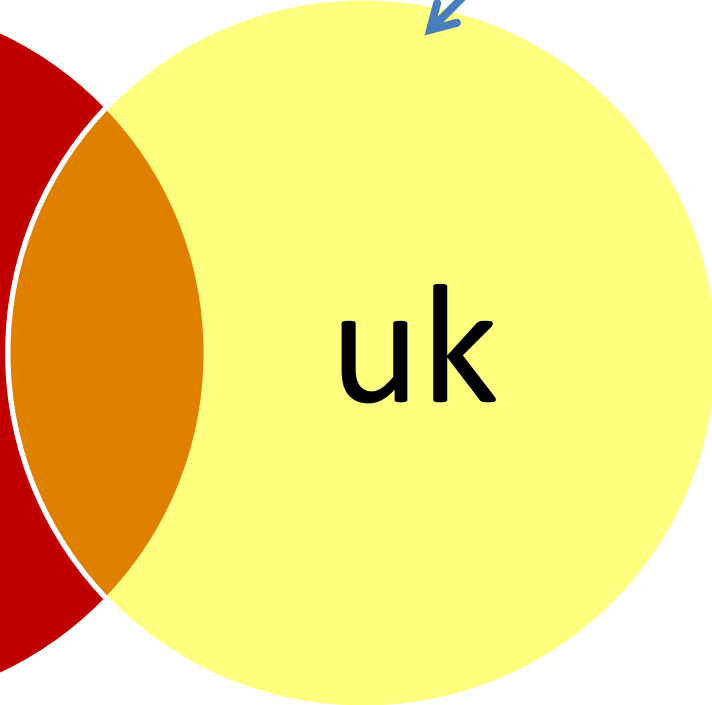
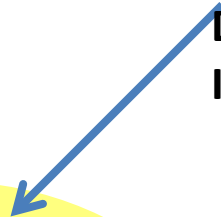
IDENTIFY

**Distinct
Issues n**



IDENTIFY

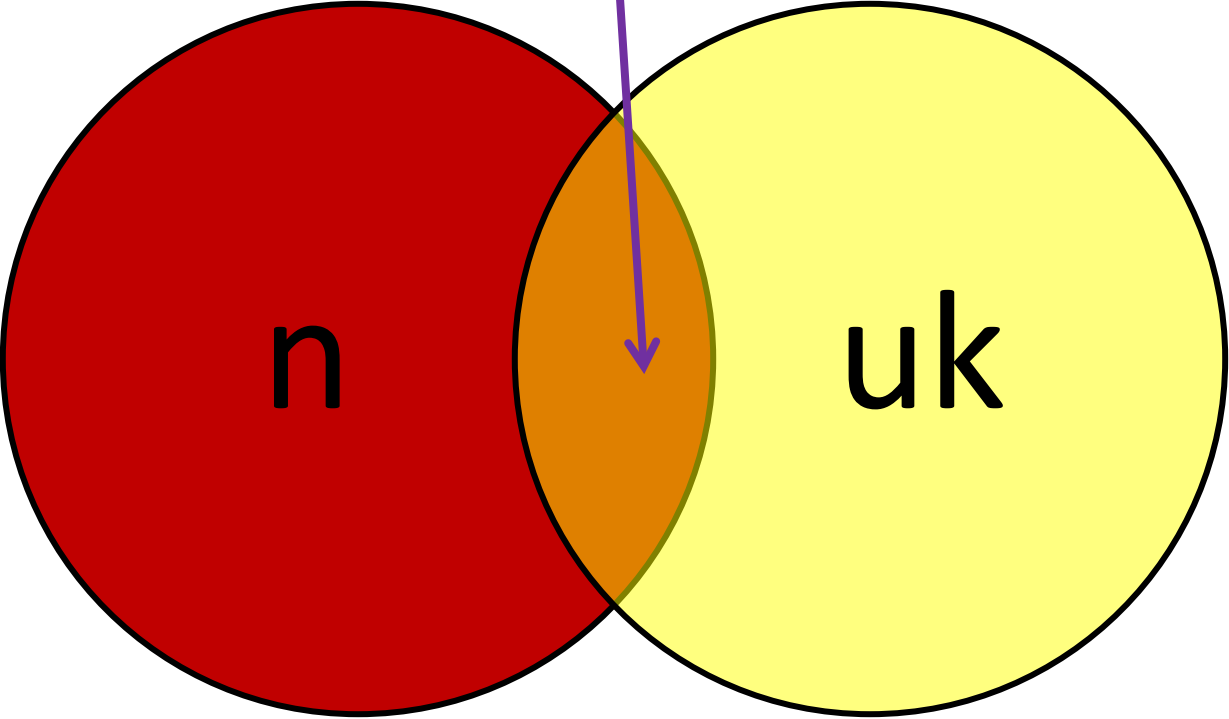
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**OVERLAPPING
ISSUES**

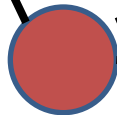


interdependence

THE GREAT RECESSION 2008 -

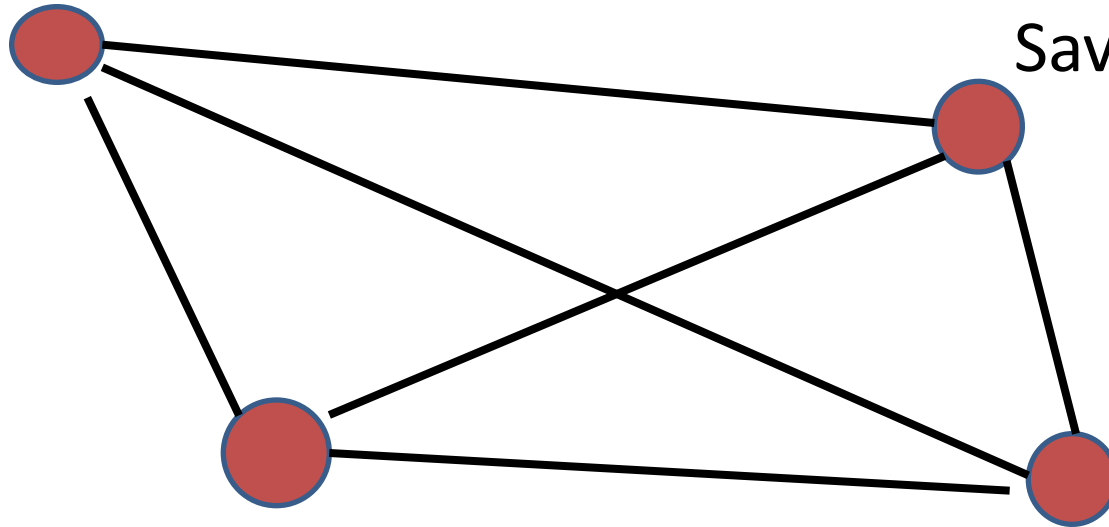
Low interest rates

Savings glut

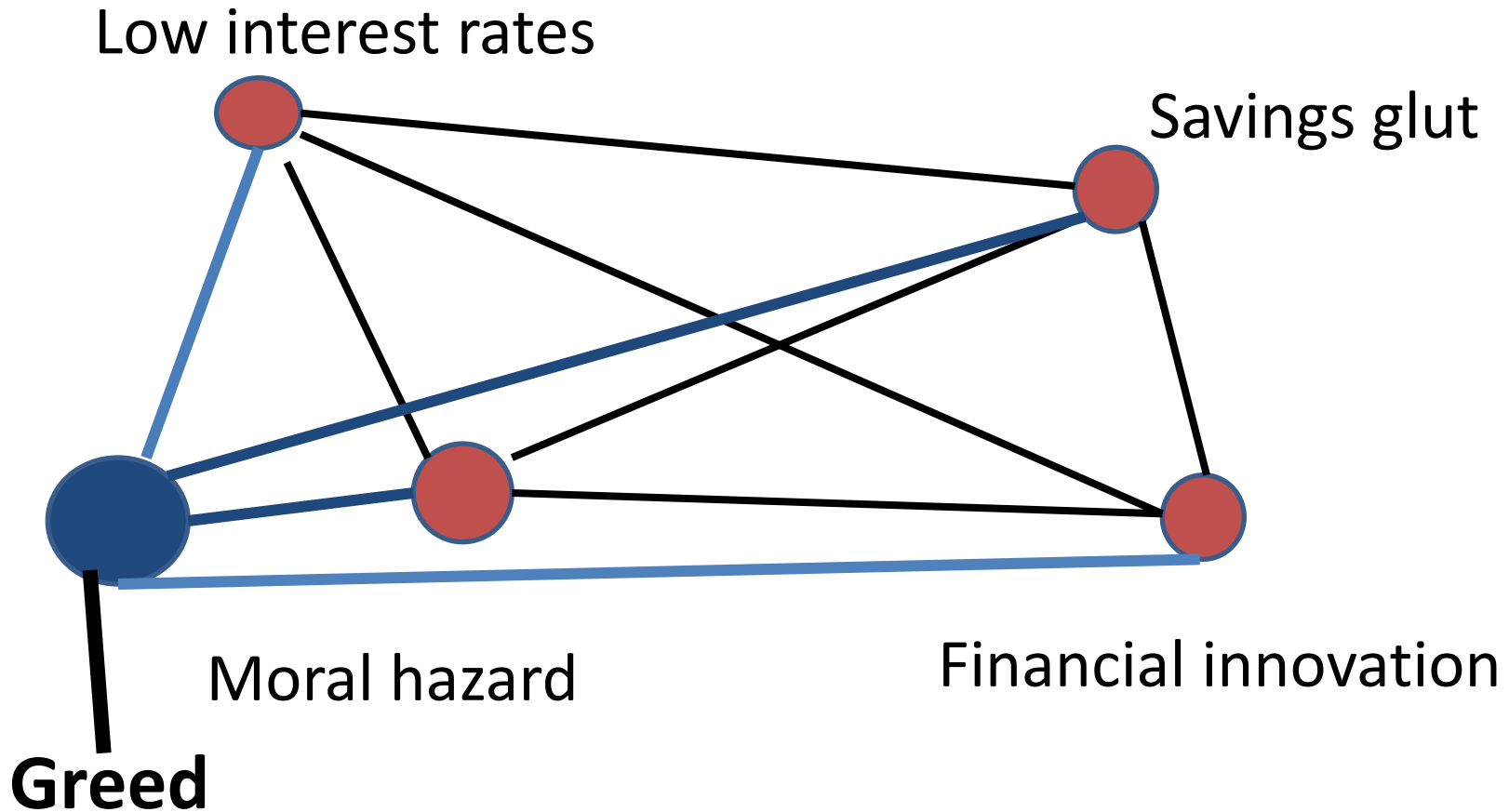


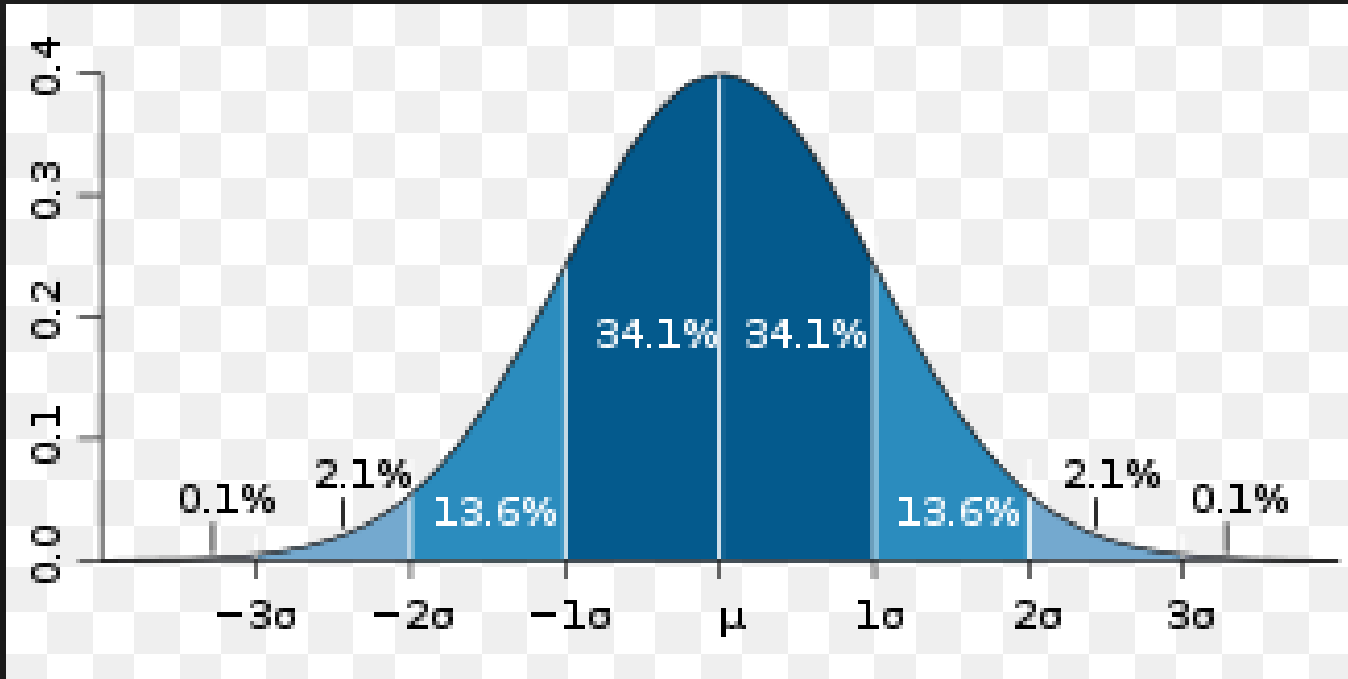
Moral hazard

Financial innovation

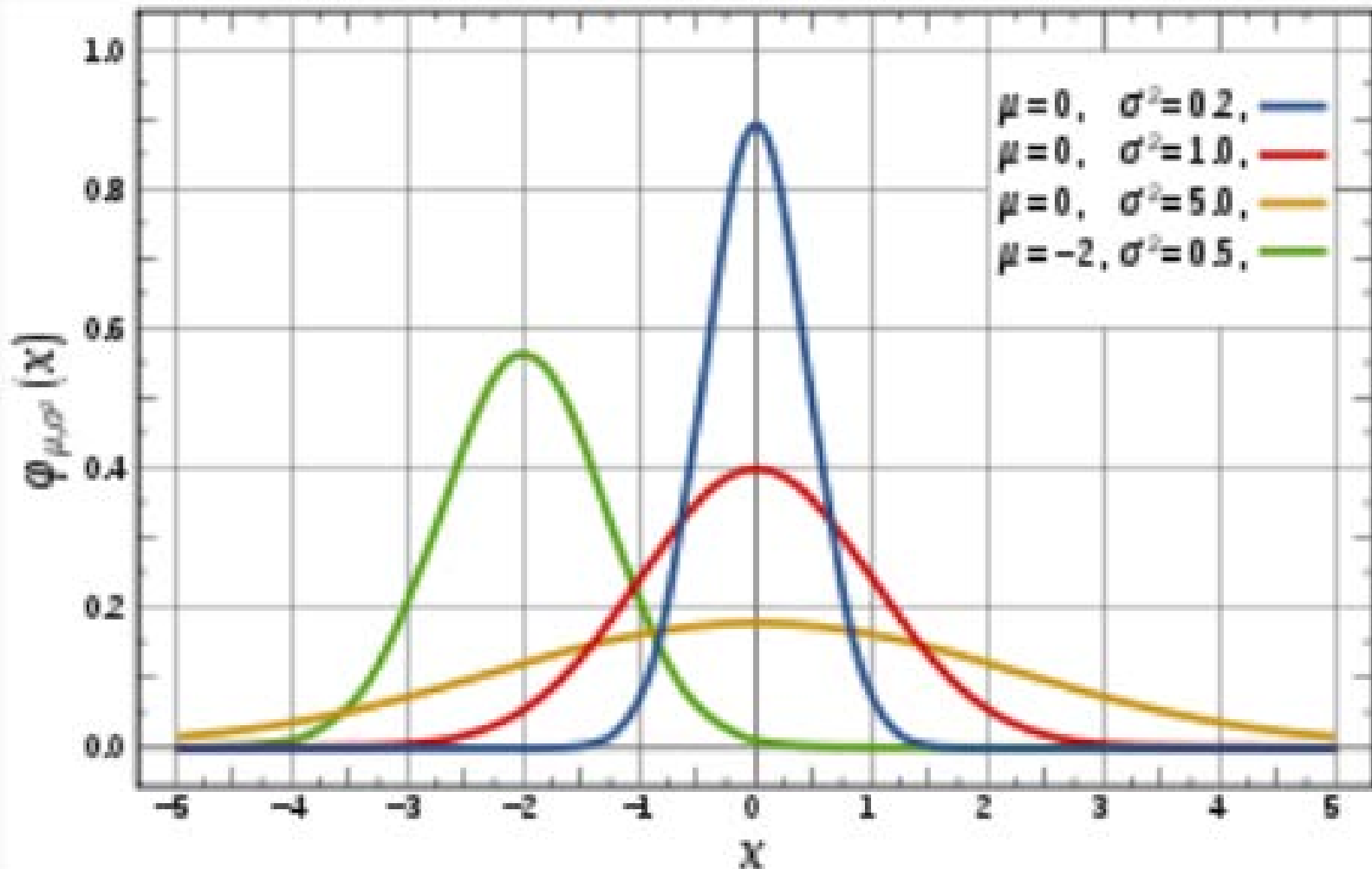


interdependence





Probability density function

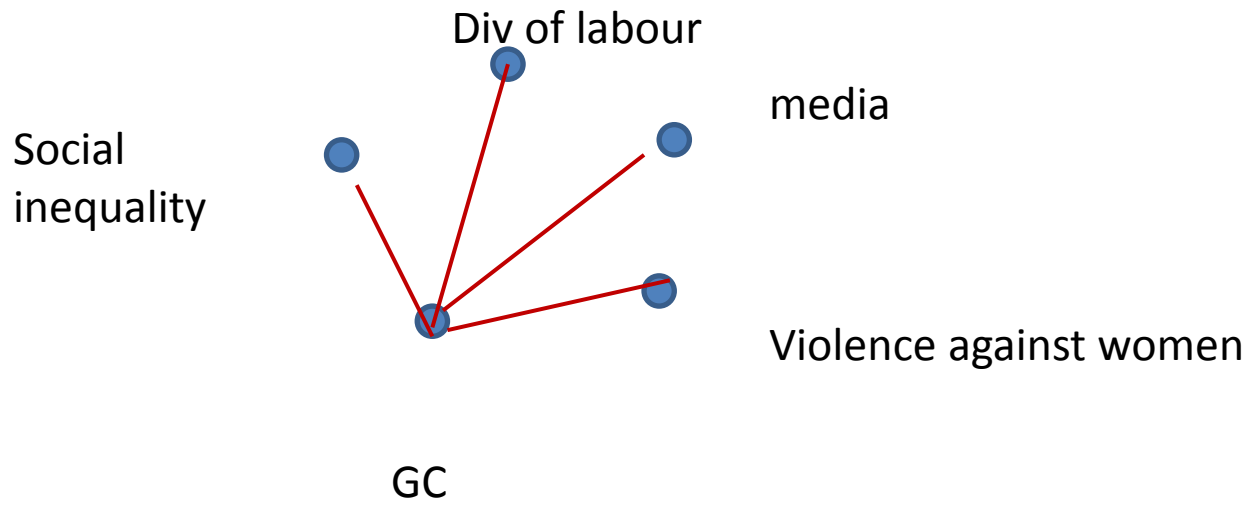


The red line is the standard normal distribution

$$\frac{1}{\sigma\sqrt{2\pi}} e^{-\frac{1}{2}\left(\frac{x-\mu}{\sigma}\right)^2}$$

central limit theorem (CLT)

- **central limit theorem (CLT)** states that, given certain conditions, the mean of a sufficiently large number of independent random variables, each with a well-defined mean and well-defined variance, will be approximately normally distributed.^[1]



Which are strong Which weak???

Examples of each ... Stories... See next

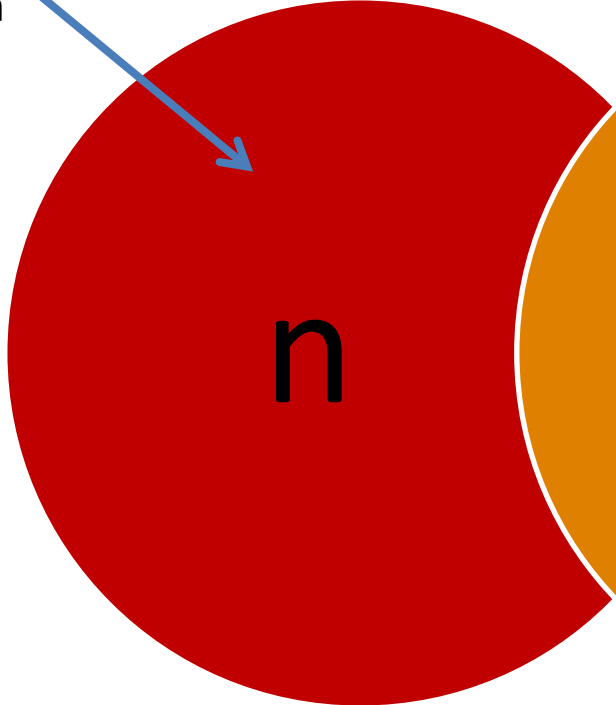
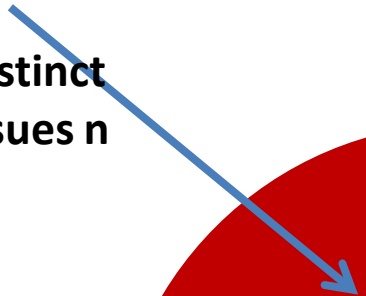


Feminist issues.. list

Glass celing i

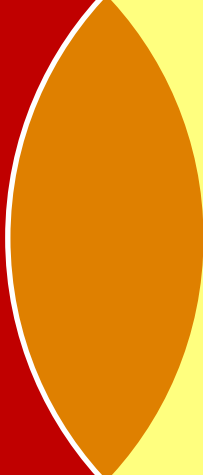
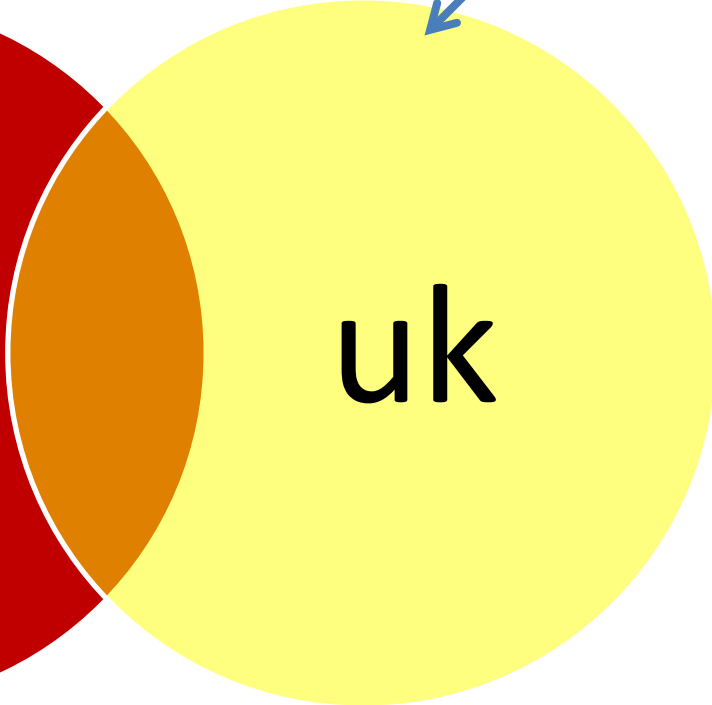
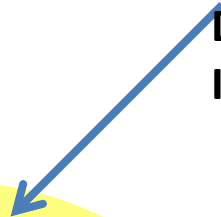
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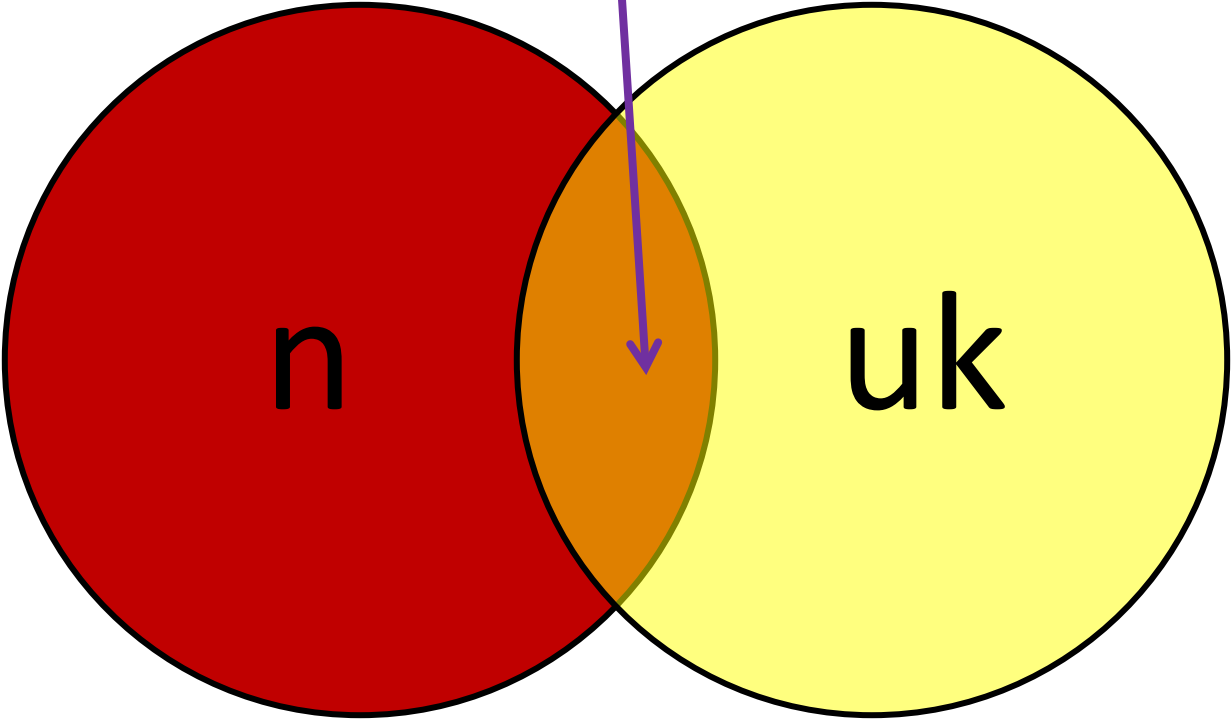


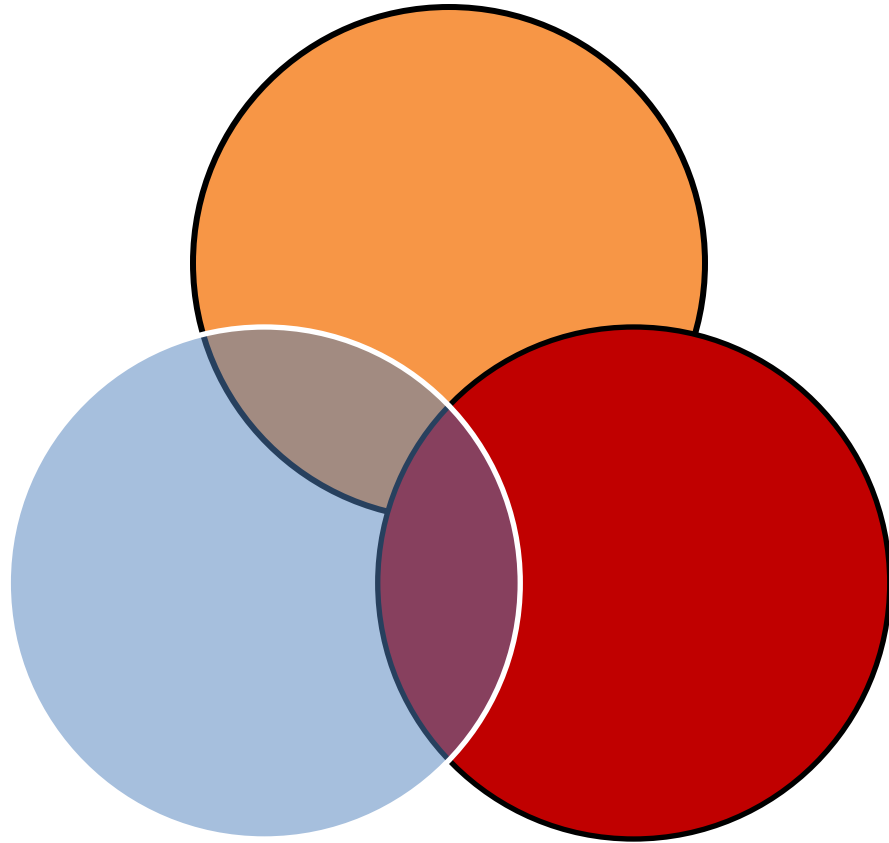
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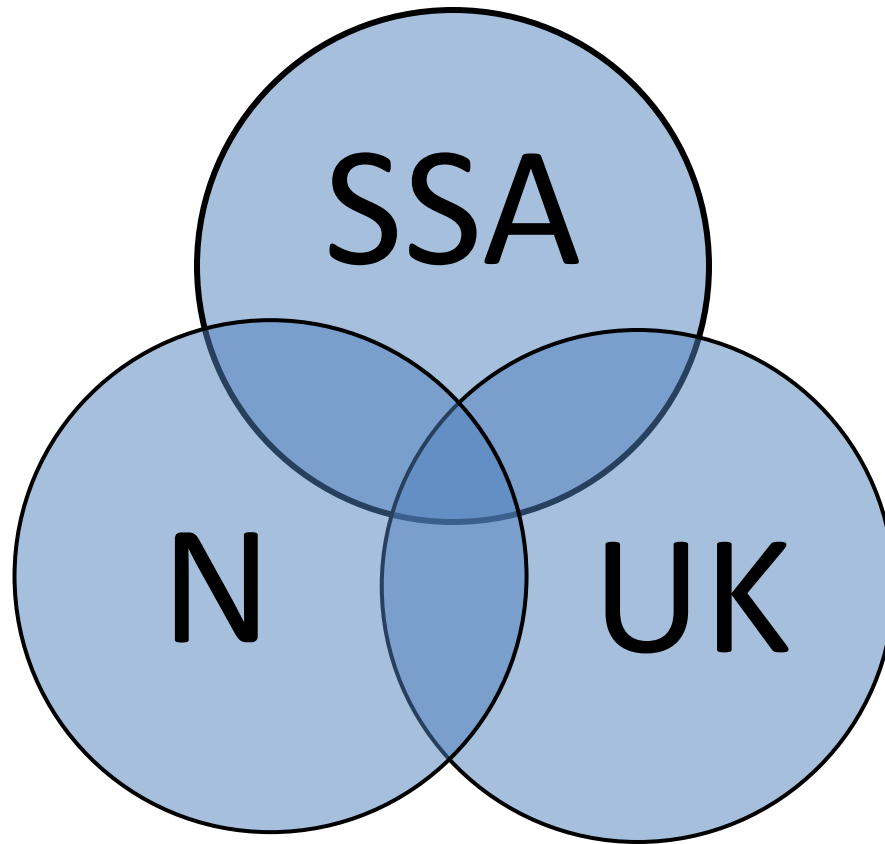
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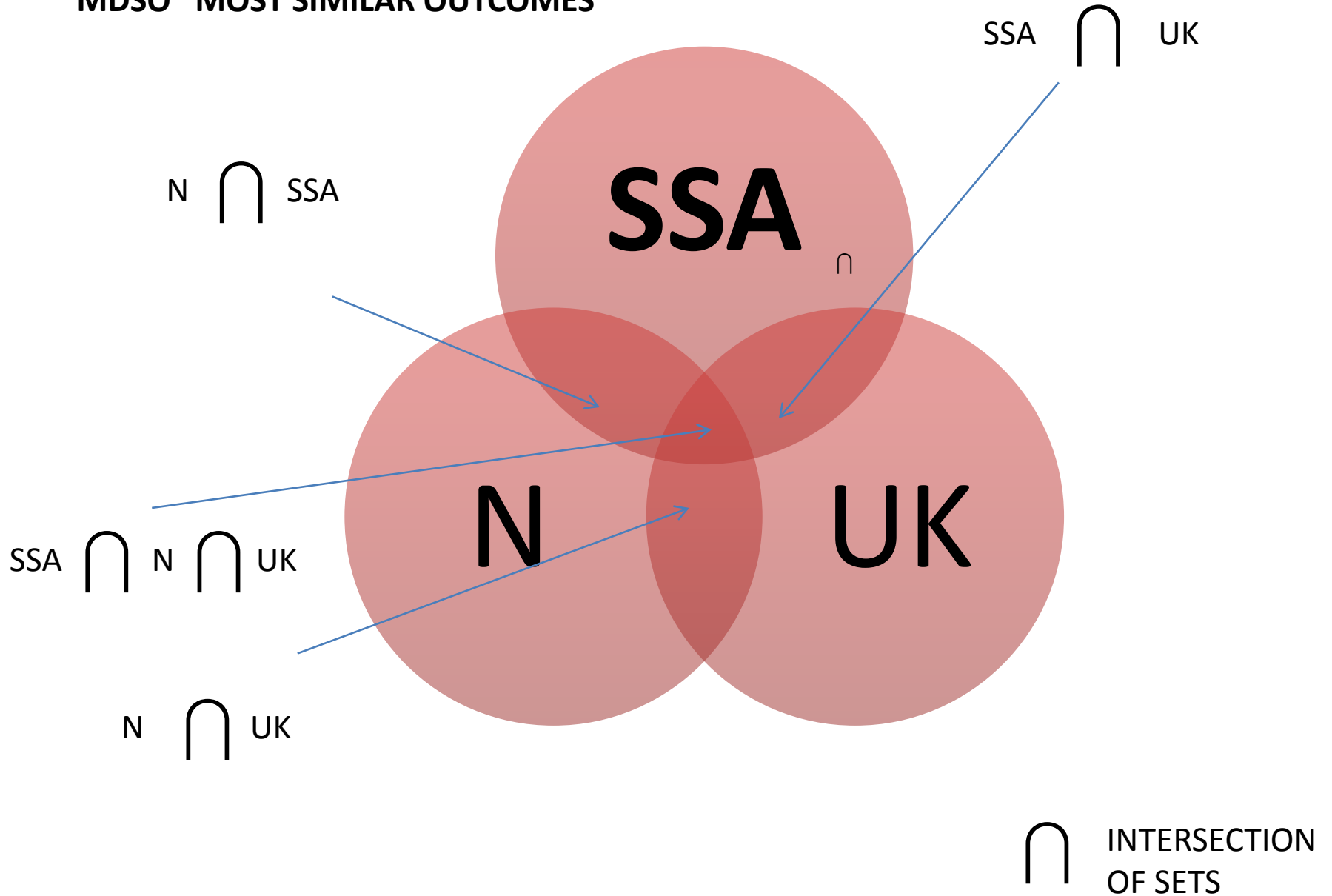
**OVERLAPPING
ISSUES**



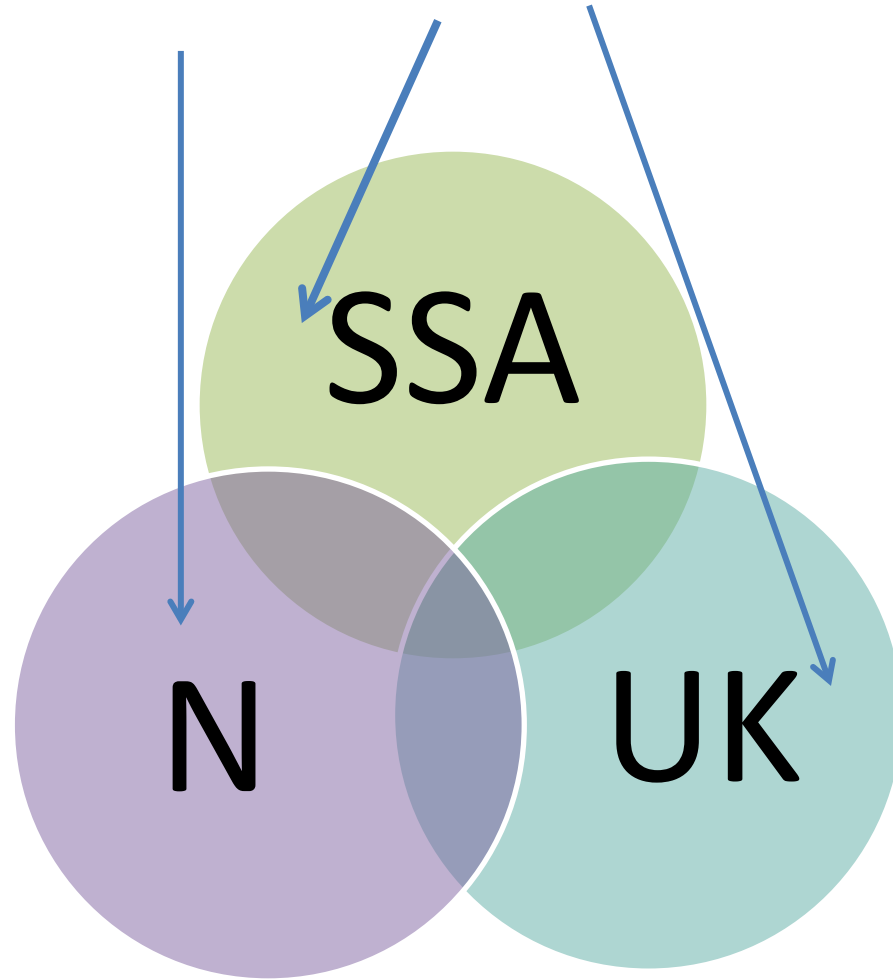




MDSO MOST SIMILAR OUTCOMES

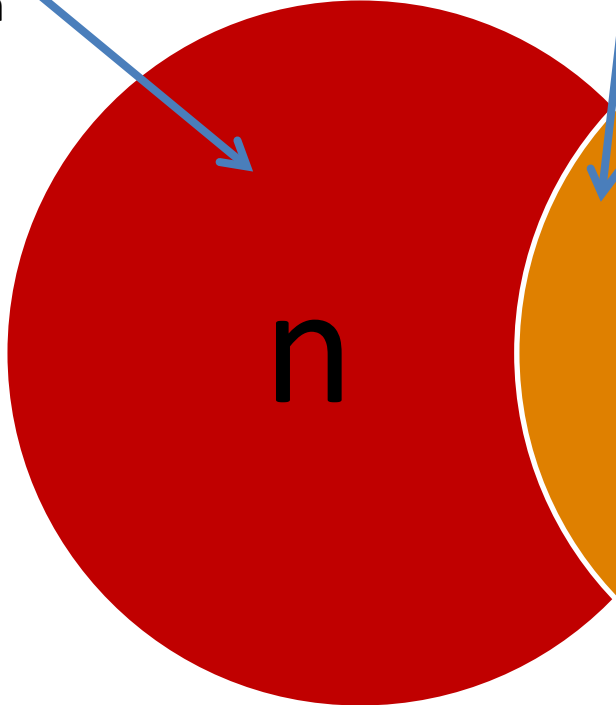


MDSO MOST DIFFERENT OUTCOME

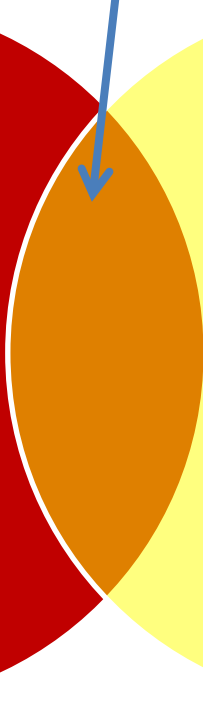


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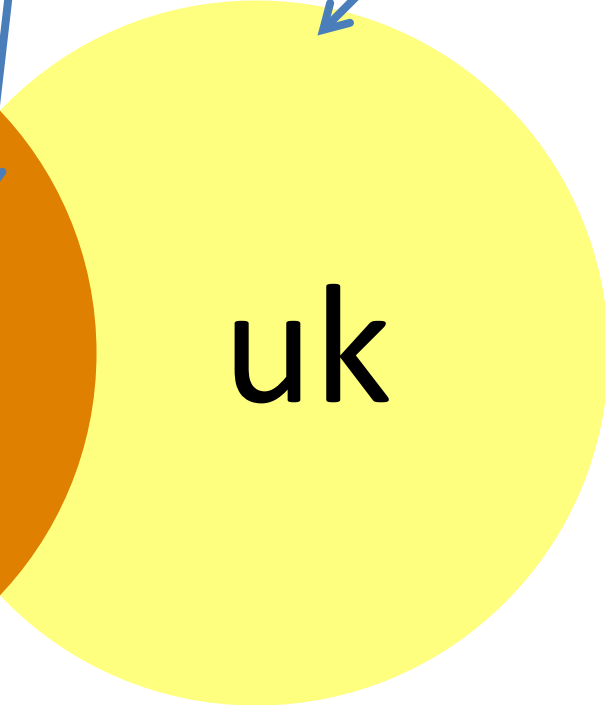


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ISSUES**



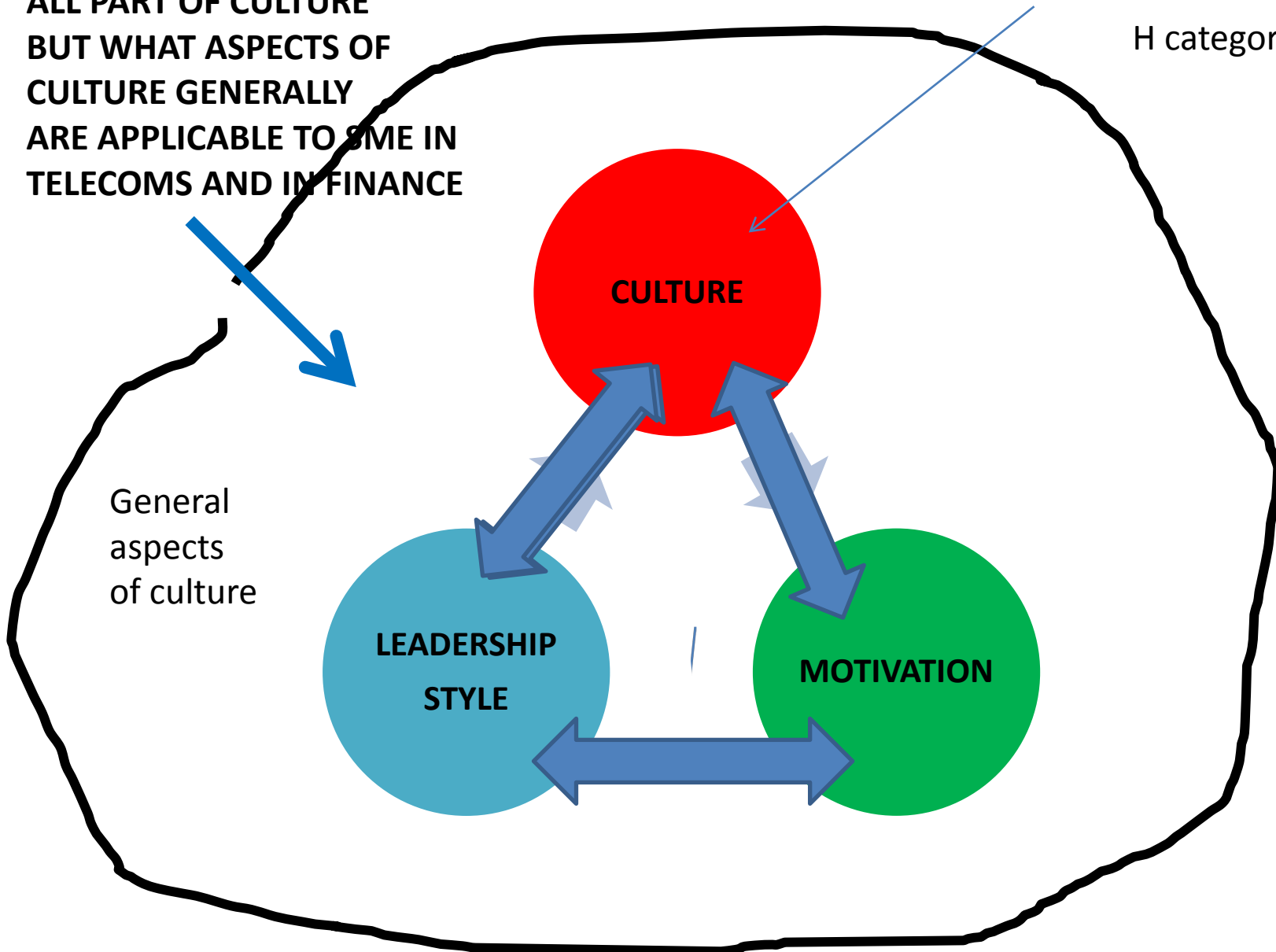
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ALL PART OF CULTURE
BUT WHAT ASPECTS OF
CULTURE GENERALLY
ARE APPLICABLE TO SME IN
TELECOMS AND IN FINANCE

H categories



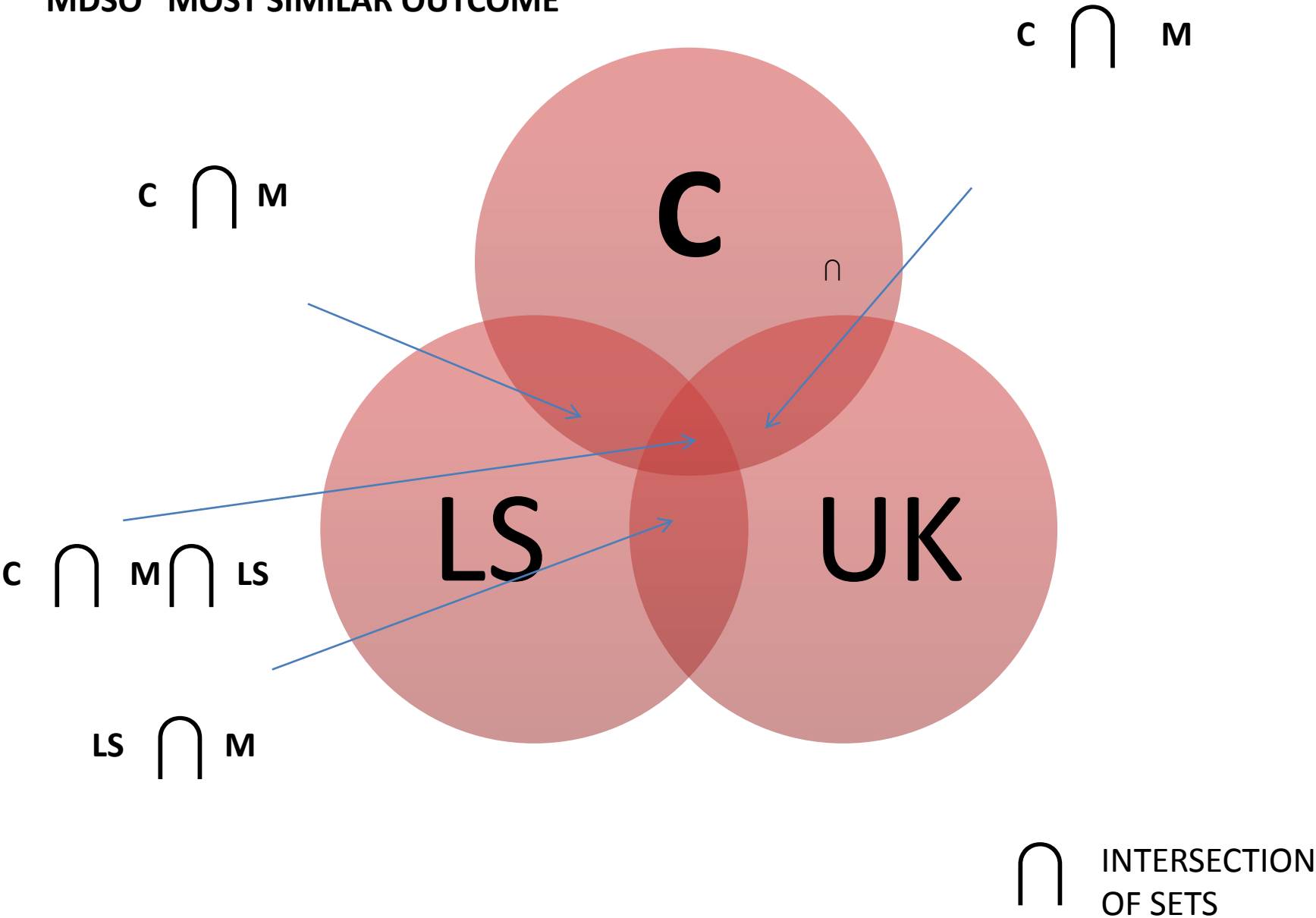
General
aspects
of culture

LEADERSHIP
STYLE

MOTIVATION

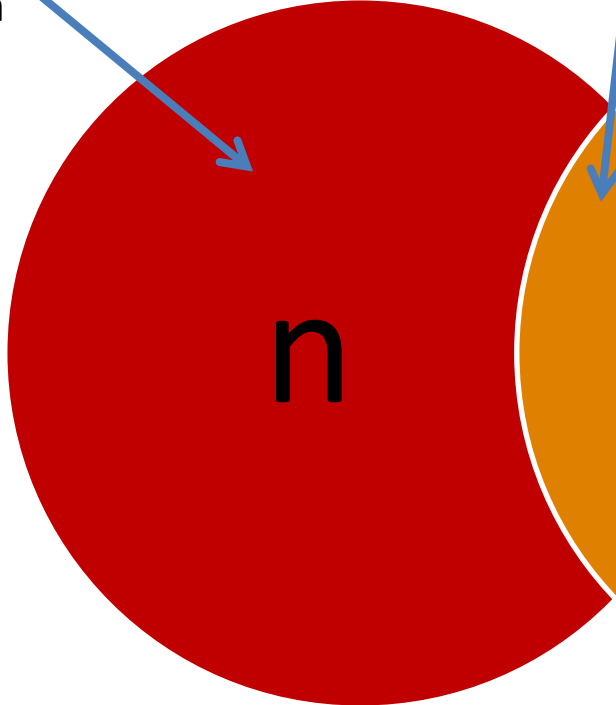
CULTURE

MDSO MOST SIMILAR OUTCOME

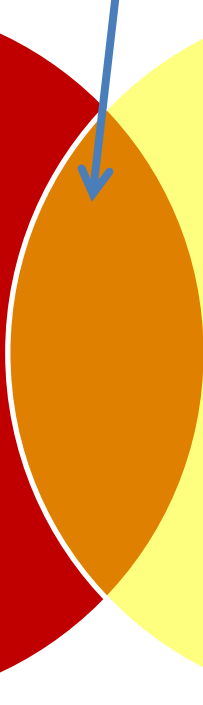


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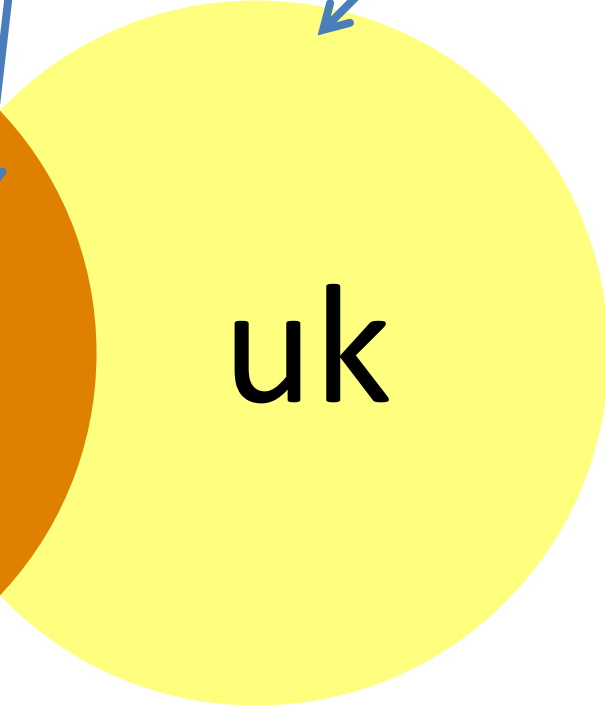


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ISSUES**

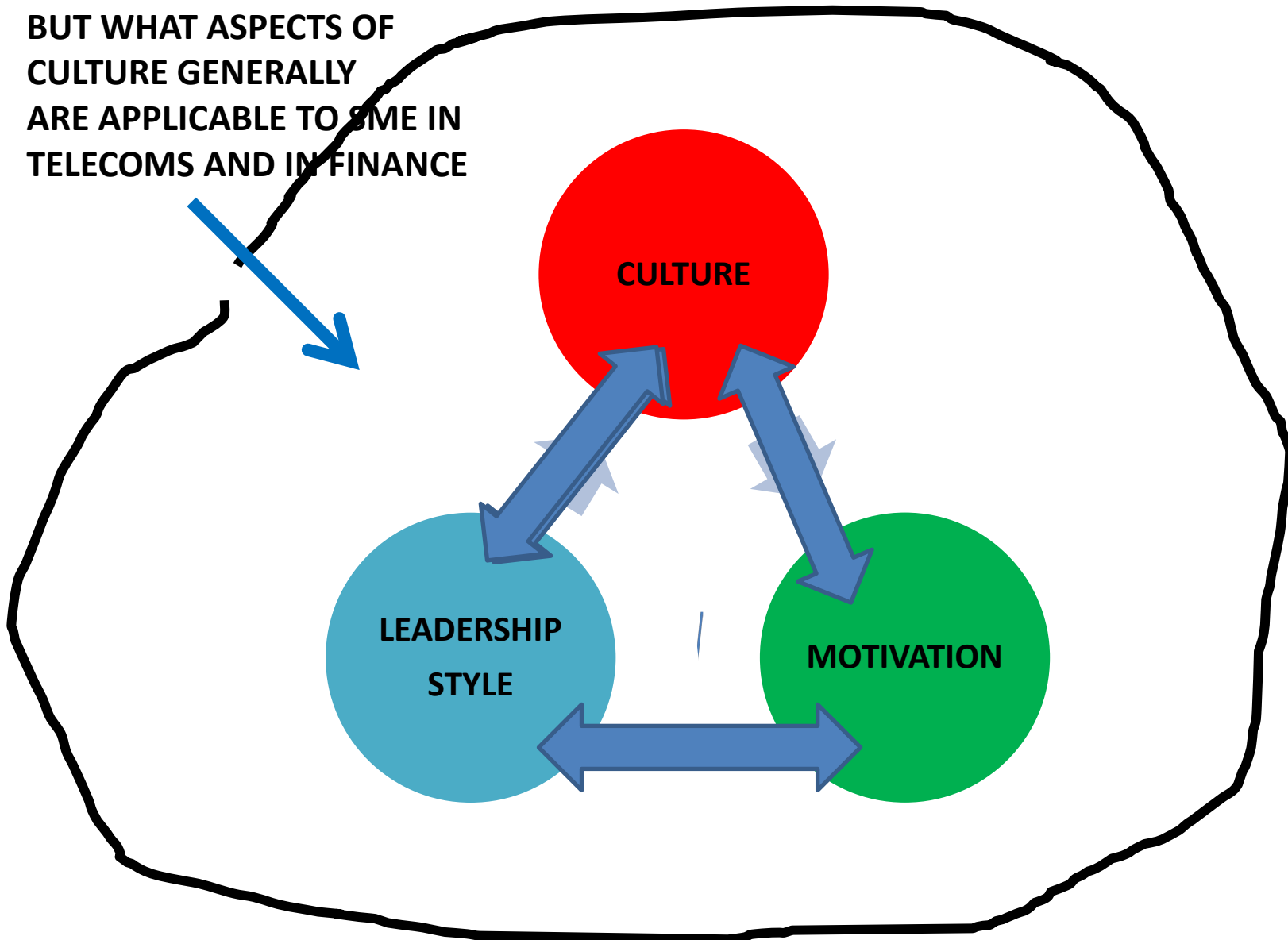


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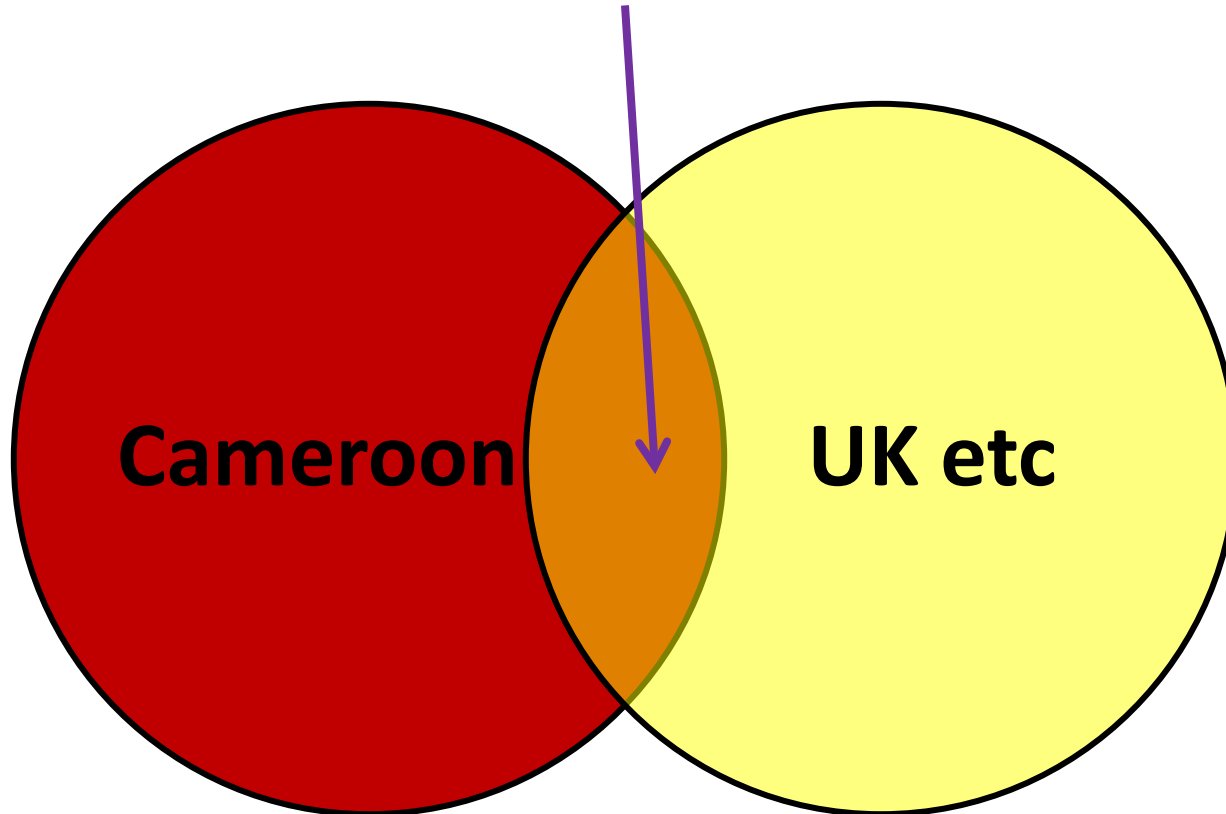
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Issues uk**



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**OVERLAPPING
ISSUES EG IN CULTURE**

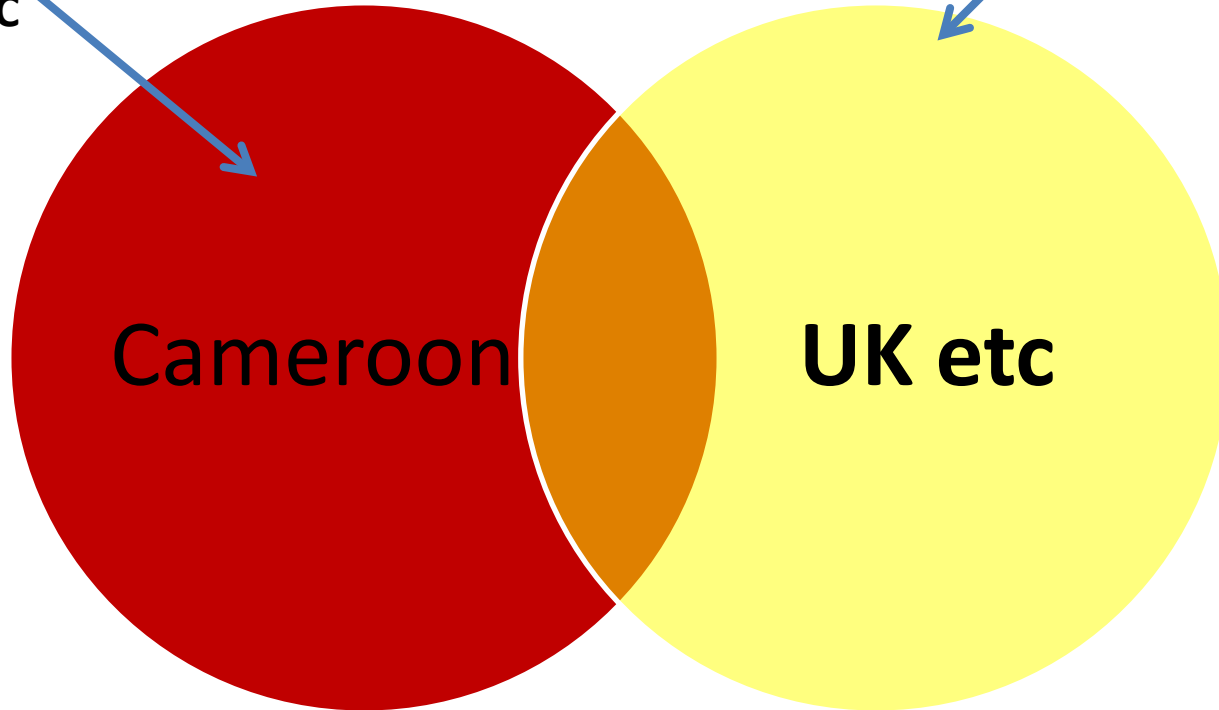
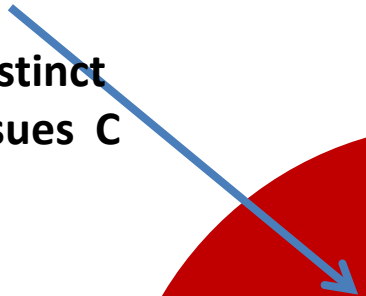


Cameroon

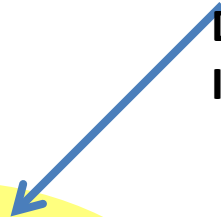
UK etc

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EG APPLIED TO CULTURE