



Western Business  
Research Collaborative

*Research with Impact*

## SCHOOL OF BUSINESS PROFESSIONAL DEVELOPMENT WORKSHOP



## Leveraging The World Bank Enterprise Surveys and The World Value Survey for Business and Social Science Research

DATE: Tuesday 28 May 2024

TIME: 10:00am – 2:00pm

MEETING DETAILS: Learning Studio 39B, Level 7, 1PSQ

(PC-01.7.39B)



PRESENTER:

Hassan Gholipour Fereidouni

Associate Professor of Property,  
School of Business, Western Sydney University (WSU),  
Australia

### BIOGRAPHY:

**Hassan Gholipour Fereidouni** is an Associate Professor of Property in the School of Business at Western Sydney University (WSU) in Australia. Prior to joining WSU, he held Lecturer (2014-2017) and Senior Lecturer (2018-2020) positions in Economics at Swinburne University of Technology. Hassan is an active researcher in the fields of property economics, urban studies, tourism economics and Middle East economics, having published more than 100 journal articles since 2008. He is among Stanford/Elsevier's list of world top 2% scientists for the years 2020, 2021 and 2022.

## OBJECTIVE:

The purpose of this workshop is to introduce participants to two globally recognized survey-based datasets: the World Bank Enterprise Surveys (WBES) and the World Value Survey (WVS). Despite their rich content, these datasets often remain underutilized due to limited awareness or understanding of their details. Associate Professor Hassan Gholipour Fereidouni, with his expertise demonstrated through seven published articles utilizing these datasets, will guide participants in effectively leveraging them for research purposes. Through this workshop, participants will gain insights into the potential of these datasets and learn how to utilize them effectively for their own research.

## BENEFITS FOR PARTICIPANTS:

- Learn how to potentially avoid the need for extensive data collection processes, including ethics approval and data collection costs.
- Stimulate new research ideas by exploring the rich content of the WBES and WVS datasets.
- Encourage cross-disciplinary collaboration and joint research initiatives.

## PROGRAM SCHEDULE OUTLINE:

### **10:00am – 11:00am: Introduction to World Bank Enterprise Surveys (WBES)**

- Overview of the WBES dataset
- Understanding the structure and content of the surveys
- Examples of research questions addressed using WBES data.

### **11:00am – 11:10am: Break**

### **11:10am – 12:00pm: Introduction to World Value Survey (WVS)**

- Overview of the WVS dataset
- Understanding the structure and content of the surveys
- Examples of research questions addressed using WVS data.

### **12:00pm – 12:30pm: Lunch**

### **12:30pm – 1:30pm: Empirical studies using WBES and WVS**

- Presentation of empirical studies conducted using WBES and WVS data
- Discussion on research methodologies and findings
- Insights into the potential applications of these datasets in various research areas.

### **1:30pm – 2:00pm: Q & A Session**