Preface

Preface to First Edition

I am very indebted to a number of people without whom I would not have envisioned this book. First, Paul Green helped me tremendously in the preparation of the first doctoral seminar I taught at the Wharton School. The orientations and objectives set for that book reflect those he had for the seminar on data analysis which he used to teach before I did. A second individual, Lee Cooper at UCLA, was determinant in the approach I used for teaching statistics. As my first teacher of multivariate statistics, the exercise of having to program all the methods in APL taught me the benefits of such an approach for the complete understanding of this material. Finally, I owe a debt to all the doctoral students in the various fields of management, both at Wharton and INSEAD, who have, by their questions and feedback, helped me develop this approach. I hope it will benefit future students in learning these statistical tools, which are basic to academic research in the field of management especially. Special thanks go to Bruce Hardie who helped me put together some of the databases and to Frédéric Dalsace who carefully identified sections that needed further explanation and editing. Also, my research assistant at INSEAD, Gueram Sargsyan, was instrumental in preparing the examples used in this manual to illustrate the various methods.

Preface to Second Edition

This second edition reflects a slight evolution in the methods for analysis of data for research in the field of management and in related fields in the social sciences. In particular, it places a greater emphasis on measurement models. This new version includes a separate chapter on confirmatory factor analysis, with new sections on second order factor analytic models and multiple group factor analysis. A new, separate section on analysis of covariance structure discusses multigroup problems

that are particularly useful for testing moderating effects. Some fundamental multivariate methods such as canonical correlation analysis and cluster analysis have also been added. Canonical correlation analysis is useful because it helps better understand other methodologies already covered in the first version of this book. Cluster analysis remains a classic method used across fields and in applied research.

The philosophy of the book remains identical to that of its original version, which I have put in practice continuously in teaching this material in my doctoral classes. The objectives articulated in Chap. 1 have guided the writing of the first edition of this book but also of this new edition.

In addition to all the individuals I am endebted to and who have been identified in the first edition of this book, I would like to express my thanks to the cohorts of students since then. The continuous feedback has helped select the new material covered in this book with the objective to improve the understanding of the material. Finally, I would like to thank my assistant of fifteen years, Georgette Duprat whose commitment to detail never fails.

Preface to Third Edition

The methods for analyzing data are evolving rapidly as are the software packages that are available. On the one hand, this software, combined with more sophisticated hardware, is increasingly user-friendly. On the other hand, the theories that are being empirically tested and the large databases that have become more easily available require more complex statistical methodologies. While preserving the original objective to provide foundations for the analysis of such data, this third edition develops further those methodologies that are particularly well suited to data analysis in the social sciences. This explains the extensive new chapter on the analysis of mediation and moderation effects. For each of these methods, this edition also contains illustrations of analysis using STATA. I have also introduced XLSTAT as an alternative to multidimensional scaling because of its flexibility and ease of use as Excel macros. I would like to thank especially all my students at INSEAD who have provided feedback on the drafts of these chapters. Particular thanks go to Kathy Sheram who has advised me in editing the third edition of this book. Her professionalism and precision allowed me to communicate more clearly. This is particularly important for social scientists who may not have a technical background. Kathy contributed immensely to presenting the complex material of this book with concision, precision, and clarity.

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