

SCALE DEVELOPMENT: APPLICATIONS AND CHALLENGES

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Tuesday, April 21, 2026: 14:00 – 16:30

Thursday, April 23, 2026: 10:30 – 13:00

Abstract

These seminars build upon and extend the *Measurement Principles and Scale Development* seminars that took place in November 2025 by (a) providing concrete examples of how scale development and validation is carried out in practice, and (b) illustrating the special challenges faced when creating scales based on a formative (as opposed to a reflective) measurement perspective. The target audience includes doctoral students and academic researchers involved in quantitative empirical research.

Adamantios Diamantopoulos BA, MSc, PhD, D.Litt., FHEA is Professorial Research Fellow at the Department of Marketing and International Business, University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr. Theo and Friedl Schoeller Research Center for Business & Society, Nuremberg, Germany. He is the author of over 200 publications in marketing and research methodology with over 64,000 citations (h-index: 98; Google Scholar, March 2026) in outlets such as *Journal of Marketing Research*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Service Research*, *Journal of International Marketing*, *Journal of Retailing*, *MIS Quarterly*, *Organizational Research Methods*, *Psychological Methods*, and *British Journal of Management*. He is an elected Fellow of the *British Academy of Management (BAM)*, the *European Marketing Academy (EMAC)* and the *Academy of International Business (AIB)*. His scholarly contributions have been recognized with the *2019 JIBS Silver Medal (AIB)*, the *2021 Significant Contributions to Global Marketing Award (AMA)*, and the *2024 Excellence in Global Marketing Research Award (AMA)*.