

Webinar invitation:

From Questions to Evidence: A Beginners Guide to Quantitative Research



Date: 26 October 2026

Time: 14:00 – 15:30

Presenter:

Professor Phillip de Jager
University of Cape Town



About the presenter: Phillip de Jager is a Professor in the Department of Finance and Tax at the University of Cape Town. His main research interest is the intersection between financial accounting and banking. He is an associate editor of the Journal of Accounting in Emerging Economies (JAEE) and Meditari Accountancy Research Journal (MEDAR), and a member of the Academy of Science of South Africa's Committee on Scholarly Publishing.

About the webinar: The webinar titled "From Questions to Evidence: A Beginner's Guide to Quantitative Research" introduces the basics of quantitative research in a practical way. The session looks at the difference between qualitative and quantitative research, the steps involved in the research process, and the software commonly used by researchers. It also discusses why replication matters, why correlation does not always imply causation, and how researchers deal with challenges such as endogeneity. The webinar concludes with an introduction to the "causality revolution" and how modern researchers try to make stronger and more credible claims from data. This session is aimed at early-career researchers who want to better understand how quantitative research is done in practice.

Host: Southern African Accounting Association (SAAA) - <https://www.saaa.org.za>

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Webinar link:

<https://teams.microsoft.com/meet/39015563559721?p=PikiOoU3gT7gYweKi7>