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## Modeling Complex Causal Structures in Highly Dynamic Markets

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Depending on which combination of factors is used in empirical analyses, regression results lead to varying levels of significance or even insignificance and consequently to inconsistent results. Linear algebra and linear regression models are apparently not able to analyze complex causal structures in highly dynamic markets. Boolean algebra, Qualitative Comparative Analysis (QCA) and the game theoretical based model of the Shapley value could be more suitable for covering high dynamic market structures and consequently helping us to understand what affects the relationships among variables.