
Seminar in Business Research Methodology

Doctoral Program, Dept. of International Business

14:10~17:00, Thursday / Room B419, MGT college

Instructor: Dr. Kuo-Pin Yang

Office hours: PM 12-2, Thursday@C429 Tel#3052

Email: kpyang@gms.ndhu.edu.tw

Introduction

This is an introductory seminar in research methods of management in the doctoral program. This course begins by introducing the underlying philosophy and core concepts in modern research of social science. It then discusses the framing of research questions, theoretical development, the choices of research designs and emerging issues involving methodology. Tips on writing skills and publication considerations are also a part of the course as an addition to the crafting of a quality study.

Objectives

Over the course of the semester, you should be able to plan a research project through the following steps:

- (1) formulating an "interesting" research question;
- (2) developing your question into a research idea theoretically;
- (3) reviewing, organizing, and presenting what is already known in literature, and then developing your own hypotheses;
- (4) designing a rigid study with appropriate methods to test your hypotheses;
- (5) unfolding your research designs into practical steps including sample selection, data collection, measurement, and corresponding analytical approaches.

In addition, you should be equipped with the ability to discern quality studies from inferior ones, and be able to critique and comment on crucial parts of contemporary management studies.

Evaluation

1. Class presentation/participation	30%
2. Final exam	40%
3. Term report	30%

Textbook

Eden, L., Nielsen, B. B., & Verbeke, A., 2020. **Research Methods in International Business** (A JIBS special collection), Palgrave Macmillan, Switzerland.

References

蕭瑞麟，2018。不用數字的研究：質性研究的思辨脈絡，第四版，台北：五南圖書。

陳曉萍、鄭伯壘、沈偉、黃敏萍 編著(2019)，組織與管理研究的實證方法，第三版，台北：華泰文化。

Requirement

No prerequisite.

Schedule

Week	Date	Topic	Remarks
1	2/20	Philosophy of social science	
2	2/27	Fundamental concepts and contemporary paradigm	
3	3/6	Initiation of a study (Ch1_Introduction)	
4	3/13	Theories, Hypothesis (Ch2_Literature & Hypotheses)	
5	3/20	Research Design: Survey	
6	3/27	Research Design: Archival	
7	4/3	Research Design: Experiment, Simulation & Meta-analysis	*Holiday
8	4/10	Analysis: Relationship & Causality	
9	4/17	Analysis: Longitudinal, Survival & Event Study	
10	4/24	Analysis: Structural Modeling & Multi-level analysis	
11	5/1	Analysis: Qualitative Analysis Techniques	
12	5/8	Research Design: Qualitative research	
13	5/15	Methodological Issues: Sample, CMV, Controls & Robustness	
14	5/22	Methodological Issues: Endogeneity	
15	5/29	Theoretical Contribution & Implications (Ch5_Conclusion)	
16	6/5	Issues with Getting Published	
17	6/12	Final exam/Term report due	
18	6/19	~ A buffering week ~	

* Either on-line class or postponed to the buffering week.

About assigned readings:

1. Students are required to study all the papers and materials in the "Required" folder of each week in TEAMS.
2. Each paper will be assigned to one presenter who is responsible for: (1) preparing one page of take-away and uploading it to TEAMS no later than 24 hours before the class; (2) presenting the paper for 10 to 15 minutes with 10 pages of PPT at most, each page with word counts no more than 50 in Chinese or 80 in English (noting that figures and tables are more favorable than words and time be strictly controlled); (3) emphasizing the method part if the paper is non-conceptual. The assignment of papers will only be finalized until the number of students in this course is determined.
3. I am going to lead the discussions for each paper. Participation in the forms of appreciating, questioning, challenging, commenting, and/or connecting (to other papers) is anticipated as participation counts in evaluation.
4. Each presenter receives scores rating between 1 to 10 from all classmates anonymously each week, in addition to my evaluation.

About term project:

The term report requires you to review and comment on two published papers in quality journals (e.g., those included in the recommendation journal list of National Science Council, Taiwan) for doctoral students, or two master theses for graduate students.

TA：許逸榮 <411033026@gms.ndhu.edu.tw>