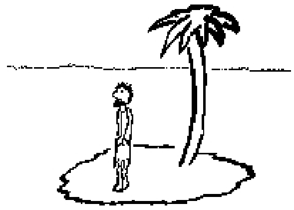

Surviving the Phd 2014 Edition

Instructor: Alberto Di Minin
a.diminin@sssup.it
www.diminin.it

Teaching Assistant:
Chiara Eleonora De Marco
chiarae.demarco@gmail.com

Short Description of the Course

At Scuola Sant'Anna, Doctoral Students in Management receive a special treatment.

Surviving the PhD is a course whose goal is to introduce first and second years students to PhD life, giving them an idea about what it takes to go through the program, and at the same time provide them with some methods, in a very interactive and colloquial way.

Each of the lectures in "Surviving the PhD" is given by a colleague that is working at another university and offers his/her perspective on academic business, by presenting a paper and commenting on a specific issues regarding the making-of of the paper.

In other words, we try and go *behind the scenes* of academic work, learning the details of certain aspects that are quintessential for a successful doctorate: data gathering, framing of the research question, definition of the model, submission and interaction with editors and reviewers, what does it take to do qualitative/quantitative research.

Student Commitment

For every lecture there are readings to be done before coming to class, and assignment questions that need to be submitted by email 48 hours before class.

This class is compulsory for First Year and Second Year students in Management.

Students from other programs are welcome, but should email Alberto to get the readings and assignments.

The Class Journal

We will keep a journal of Surviving. Each week a student will be in charge to prepare a brief report on the content of the class and the discussion, and a second student will be in charge to review this report. The final lecture will comment what has gone into the journal, and will transfer it for future generations of Survivors the journal.

Here is the blend of flavours we present you for the 2014 edition of Surviving.

- <u>October 7th (16-18)</u>: ***What is Surviving all about: Castaways, the Open Sea, & a Message in a Bottle***
    - Alberto Di Minin

- <u>October 14th (15 – 17)</u>: ***Building your Hypotheses***
    - Fabrizio Cesaroni – Carlos III Madrid
    - **Readings**:
        - Kilduff, M. (2007). Editor's comments: The top ten reasons why your paper might not be sent out for review. *Academy of Management Review*, 32(3), 700-702.
        - Eden, D., & Rynes, S. (2003). From the Editors Publishing across Borders: Furthering the Internationalization of AMJ. *Academy of Management Journal*,*46*(6), 679-683.
        - Fawcett, S. E., Waller, M. A., Miller, J. W., Schwieterman, M. A., Hazen, B. T., & Overstreet, R. E. (2014). A Trail Guide to Publishing Success: Tips on Writing Influential Conceptual, Qualitative, and Survey Research. *Journal of Business Logistics*, *35*(1), 1-16.
        - Sparrowe, R. T., & Mayer, K. J. (2011). Publishing in AMJ—Part 4: Grounding Hypotheses. *Academy of Management Journal*, *54*(6), 1098-1102.
    - **Assignments**:
        - What's the difference between making a literature review and building hypotheses?
        - How to build strong, consistent, theory-based hypotheses?
        - Which (common) mistakes should be avoided?

- <u>October 21st (15 – 17)</u>: ***Meet an Editor: Don't turn your paper into a Desk Reject***
    - Dries Faems – University of Groeningen (Editor of Journal of Management)
    - **Readings:**
        - Faems et al. Submission to AMJ: "Governing Interfirm Relationships: Towards an Enriched Understanding of Contract Design and Application"
    - **Assignment:**
        - Please read the paper and prepare a formal review of the paper, following the reviewer guidelines as provided by AMJ (http://aom.org/Publications/AMJ/Reviewer-Resources.aspx). Send the review to d.l.m.faems@rug.nl .

- <u>October 23rd (9.30 – 11.30)</u>: ***Making research flow: Applying lean thinking to your Ph.D. process journey***
    - Mattia Bianchi - Stockholm School of Economics
    - **Readings**:
        - Thomke, S., & Reinertsen, D. (2012). Six myths of product development.Harvard Business Review, 90(5), 84-94.
        - Edmondson, A. C. (2011). Strategies of learning from failure. Harvard Business Review, 89(4), 48-55.
        - Blank, S. (2013). Why the lean start-up changes everything. Harvard Business Review, 91(5), 63-72.
    - **Assignments:**
        - Like any human activity and endeavour, a Ph.D. works as a process that transforms a set of inputs into outputs. Let's take, as a basis for comparison, the innovation

(entrepreneurial) process with which individuals and organizations invent and develop new products and services. What differences and what commonalities do you see between your PhD work and a typical innovation process?
- What are the most frequent and severe "operational" problems that you are experiencing in your Ph.D. work? Why?
- As an example, some of my research work problems are: over commitment and resulting overload; false positive feasibility (committing to an endeavor, e.g., joint paper, early in the process, believing that it is feasible, just to discover later that it is not); works abandoned halfway through; time and energy lost in mental setups as I move from one work to another; and so on…
- Have the articles assigned above given you some inspiration, advice, tips and techniques that you can apply to address the problems in b) and to improve the way you work in your Ph.D.? Please explain what and how you can implement them.
- The deadline for emailing your answers to Alberto, Chiara and myself (mattia.bianchi@hhs.se) is: **October 20th, 2014, 18:00**.

- **November 3rd (15 – 17)**: ***How to Write a Literature Review***
  - Marcel Bogers – University of Southern Denmark
  - **Readings:**
    - Corley, K. G., & Gioia, D. A. (2011). Building theory about theory building: what constitutes a theoretical contribution?. *Academy of Management Review*, *36*(1), 12-32.
    - Jones, O., & Gatrell, C. (2014). Editorial: The Future of Writing and Reviewing for IJMR. *International Journal of Management Reviews*, *16*(3), 249-264.
    - Short, J. (2009). The art of writing a review article. *Journal of Management*,*35*(6), 1312-1317.
    - Kilduff, M. (2006). Editor's comments: Publishing theory. *Academy of Management Review*, *31*(2), 252-255.
  - **Assignments:**
    - What are the necessary conditions for doing a literature review in order to be useful when conducting an empirical research project?
    - What are the best ways to make sure a review article (e.g., submitted to IJMR or JOM Review Issue) gets rejected?
    - What are the similarities and differences between: (1) a "literature review" (e.g., part of an empirical study), (2) a "review article" (published as a stand-alone piece), and (3) a conceptual/theoretical article (e.g., published in AMR)?

- **November 13th (15 – 17): What IS actually theory?**
  - Oliver Alexy – TU Munich
  - **Readings:**
    1. Davis, M. S. (1971). That's interesting. *Philosophy of the Social Sciences*, *1*(2), 309-344.
    2. Bacharach, S. B. (1989). Organizational theories: Some criteria for evaluation.*Academy of management review*, *14*(4), 496-515.
    3. Huff, A. S. (1999). *Writing for scholarly publication*. Sage.
    4. Sutton, R. I., & Staw, B. M. (1995). What theory is not. *Administrative science quarterly*, 371-384.
    5. DiMaggio, P. J. (1995). Comments on" What theory is not". *Administrative Science Quarterly*, 391-397.
    6. Weick, K. E. (1995). What theory is not, theorizing is. *Administrative Science Quarterly*, 385-390.

7. Grant, A. M., & Pollock, T. G. (2011). Publishing in AMJ—Part 3: Setting the hook. *Academy of Management Journal*, *54*(5), 873-879.
8. Whetten, D. A. (1989). What constitutes a theoretical contribution?. *Academy of management review*, *14*(4), 490-495.

- **Assignments:**
    - Please thoroughly study all papers in order of their numbering. Note that for the Huff reading, only pp. 45-53 are mandatory for this course. The order of numbering roughly corresponds to the order in which these articles where first published. The Whetten reading is highly recommended but optional. Also for Davis, compulsory reading is only part 1.
    - In studying these readings, consider in particular how you would answer the following questions:
        - What is bad theory? What makes bad theory "bad"? How can you avoid producing bad theory?
        - What is good theory? Who or what determines whether a theory is good?
        - What are the ingredients of good theory?

- **November 17th (15 – 17)**: ***And now let's do that in practice... An hands-on experience for your dissertation***
    - Francesco Rullani – LUISS
    - **Readings:**
        - Kopczuk, W., & Slemrod, J. (2003). Dying to save taxes: Evidence from estate-tax returns on the death elasticity. *Review of Economics and Statistics*, *85*(2), 256-265.
    - **Assignments:**
        - What granted Kopczuk and Slemrod the IgNobel prize (http://www.improbable.com/ig/winners/#ig2011)?
        - List all the flaws the paper has, if any.
        - How would you have developed that research?
        - What have you learnt from the article?

- **November 24th (15 – 17)**: ***The nitty gritty of Quantitative Methods***
    - Raffaele Oriani – LUISS
    - **Readings:**
        - Oriani, R., & Sobrero, M. (2008). Uncertainty and the market valuation of R&D within a real options logic. *Strategic Management Journal*, *29*(4), 343-361.
    - **Assignments:**
        - **TBD**

- **December 1st (13.30 – 15.30)**: ***How not to get ignored by respondents: Administering large surveys***
    - Chiara Franzoni – Politecnico di Milano
    - **Readings:**
        - Sauermann, H., & Roach, M. (2013). Increasing web survey response rates in innovation research: An experimental study of static and dynamic contact design features. *Research Policy*, *42*(1), 273-286.
        - Franzoni, C., Scellato, G., & Stephan, P. (2012). *Foreign born scientists: Mobility patterns for sixteen countries* (No. w18067). National Bureau of Economic Research.
    - **Assignments:** Students are free to read the papers assigned either before or after coming to the lecture. It would however be important that the students prepare to the lecture by thinking about the following questions.
        - When you read a paper that involves a survey, what do you find convincing or not convincing about the sampling strategy and about the responses?

        - If you are called to referee an article that uses data from a survey with a modest response rate, which questions would you make to the authors?

- **December 9th (15 -17)**: ***The when, why and how of case study research***
    - Federico Frattini – Politecnico di Milano
    - **Readings**:
        - **TBD**
    - **Assignments**:
        - **TBD**

- **December 15th (16 – 18)**: ***The Surviving 2014 Class Journal: "Land Ahoy! Land Ahoy!"***
    - Alberto Di Minin