

Phd in Management

## Research Methodologies in Management

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### Course Description

The course aims at providing PhD students with knowledge and tools about the main research methodologies that they need to approach during the PhD program in Management and their research activities. In particular, students will become autonomous in the formulation of research questions, and in the design and conduction of literature reviews, surveys, interviews and content analyses.

### Lectures Topics

The course is structured in six lectures: a 2-hour introduction lecture and five 6-hour thematic lectures.

The five thematic lectures will deepen the following topics:

- **Research questions:** the first lecture will be a follow up with respect to Prof Bart Van Looy lecture of November the 30<sup>th</sup>, when students will be introduced to the idea of Research questions. This lecture will complete the analysis of research questions and allow students to formulate correct questions and hypothesis, situating themselves with respect to a literature.
- **Literature Review:** literature review is an essential step to perform in the research activities in order to identify the existing evidence on the phenomena we want study. Based on the aims and contributions expected to reach with a literature review, different methods can be approach (systematic literature review, narrative review, meta-analysis, etc.).

- **Survey Approach:** this lecture will provide students with the appropriate tools and methods to develop a survey, design and manage a survey. A specific focus will be done on the different types of error and biases in surveys, how designing questions in order to reduce common method variance; sampling and methods of data collection.
- **Interview:** the research's aims, its topics, characteristics of individuals to interview and the available resources influence the choice of the interview methods to perform (qualitative versus quantitative; structured versus semi/no-structured) and the types of measures to adopt (scales and metrics).
- **Qualitative data Analysis:** this lecture will provide students with the main techniques and approaches for the analysis of qualitative or unstructured data. A special attention will be paid to deep levels of analysis on very rich text-based and/or multimedia information as a means for exploratory research. The discussion will focus on recommendations for the design of the research protocol.

## **Prerequisites**

It is required that students propose an applied study from their research project for each topic to use during the thematic lecture.

## **Assignments**

During the thematic lectures, PhD students will be asked (i) to work on published papers that deal with researches performed by using the proposed methods and (ii) to apply those methods by themselves.

## **Suggested Books**

- Borenstein M, Introduction to Meta-Analysis. John Wiley & Sons. 2009.

- Creswell, John W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*. SAGE.

## **Tentative Course Schedule:**

	<b>Timing</b>	<b>Hours</b>	<b>Schedule</b>	<b>Chair/Teacher</b>
1. Introduction	2 hours lecture	2	November-25 <sup>th</sup> Time (10-12)	Alberto, Francesco, Anna Maria
--- <i>Research Design developing publishable research questions</i>	<b>6 hours guest lecturer seminar</b>		<i>30 November</i>	<i>Bart Van Looy</i>

2. Research questions	2 hour lecture, 2 h papers' critical analysis, 2 h applying the methods	6	December 17 <sup>th</sup> 18 <sup>th</sup> January 11 <sup>th</sup> Time: (10-12)	Alberto
3. Literature Review	2 hour lecture, 2 h papers' critical analysis, 2 h applying the methods	6	18 <sup>th</sup> , 21 <sup>th</sup> , 25 <sup>th</sup> January Time: (10,30-12,30)	Anna Maria
4. Survey Approach	2 hour lecture, 2 h papers' critical analysis, 2 h applying the methods	6 (+2)	1 <sup>st</sup> - 5 <sup>th</sup> and 10 <sup>th</sup> February Time: (11-13)	Francesco
5. Interview	2 hour lecture, 2 h papers' critical analysis, 2 h applying the methods	6 (+2)	7 <sup>th</sup> , 14 <sup>th</sup> 18 <sup>th</sup> March Time: (10,30-12,30)	Anna Maria
6. Qualitative data Analysis	2 hour lecture, 2 h papers' critical analysis, 2 h applying the methods	6	30 <sup>th</sup> March, 6 <sup>th</sup> April, 13 <sup>th</sup> April Time: (11-13)	Francesco Rizzi