



Scuola Superiore  
Sant'Anna

Phd in Management

## Surviving Research Methodologies

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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 be made autonomous in the formulation of research questions, and in the design and conduction of literature reviews, surveys, and case study design.

### Lectures Structure and Topics

The course is structured in five modules. Each module gives an introduction to the topic, a critical review of a relevant paper, and the presentation of a guest lecturer who will take us “behind the scenes”.

The five thematic lectures deepen the following topics:

- 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.

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- 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 approached (systematic literature review, narrative review, meta-analysis, etc.).

- Quantitative Research: a synthetic overview of quantitative approaches available to address and answer to a research question. This lecture aims at increasing the students' awareness about the possible quantitative methods to adopt for their own research projects.
- 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.
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- Case study design: 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.
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### **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**

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

### **Tentative Course Schedule:**

	<b><i>Hours</i></b>	<b><i>Date</i></b>	<b><i>Lecturer</i></b>
Lecture 1: Introduction	2 pm-4 pm	Oct 10 <sup>th</sup>	ADM- AMM-FT
Lecture 2: Research questions - Introduction	11 am-1 pm	Oct 17 <sup>nd</sup>	ADM with Cristina Marullo

Lecture 3: Research questions – S	2 pm- 4 pm	Oct 17 <sup>nd</sup>	ADM with Cristina Marullo
Lecture 3: Research questions – Stories from Survivors	11 am-1 pm	Oct 19 <sup>th</sup>	ADM with Fabrizio Cesaroni
Lecture 4: Research questions – Stories from Survivors	2 pm-4 pm	Oct 19 <sup>th</sup>	ADM with Fabrizio Cesaroni
Lecture 6: Literature Review - Stories from Survivors	10 am-11 am	Oct 23 <sup>rd</sup>	AMM- Guest speaker
Lecture 7: Literature Review- Readings & Discussion - Stories from Survivors	10 am-11am	Oct 26 <sup>th</sup>	AMM - Guest speaker
Lecture 8 Literature review - Exercise & meta analysis	10 am-1 pm	Oct 30 <sup>th</sup>	AMM
Lecture 9 Quantitative Research Design	11 am-1 pm	Nov 6 <sup>th</sup>	AMM
Lecture 10 Quantitative Research Design – Readings & discussion	10 am-1 pm	Nov 8 <sup>th</sup>	AMM
Lecture 11 Survey Design	11 am-1 pm	Nov 14 <sup>th</sup>	FT
Lecture 12 Survey Design	11 am-1 pm	Nov 16 <sup>th</sup>	FT
Lecture 13 Survey Design - Readings & Discussion	11 am-1 pm	Nov 19 <sup>th</sup>	FT
Lecture 14 - Survey Design - Exercise	11 am-1 pm	Nov 22 <sup>th</sup>	FT
Lecture 15- Survey Design - Stories from Survivors	2 am-4 pm	Nov 23 <sup>th</sup>	FT - Guest speakers
Lecture 16 Case study Design	11 am-1 pm	Nov 27 <sup>th</sup>	FT
Lecture 17 Case study Design - Readings &	11 am-1	Nov 30 <sup>th</sup>	FT

Discussion	pm		
Lecture 18 Case study Design Exercise	11 am-1 pm	Dec 4 <sup>st</sup>	FT
Lecture 19 Final meeting Where to publish & measuring impact	2 pm-4 pm	Dec 4 <sup>st</sup>	ADM -AMM- FT

ADM= Alberto DI Minin, AMM= Anna Maria Murante ; FT= Francesco Testa