

RESEARCH METHODOLOGY	Course code	GRAV001
Course title		Research Methodology
Type of course		Compulsory
Year of Study		1st
Semester		Spring
Number of Credits		6 ECTS; 36 class hours, 124 hours of self-study,
Lecturer		dr. Yannick Joye
Form of Studies		Full-time
Prerequisites		Undergraduate diploma
Language of instruction		English

Course Description

This is an activity course dedicated to acquiring practical experience in planning a research project, designing questionnaires, sampling, statistically analyzing research data, interpreting results and preparing a research report.

Aim of the Course

The course introduces students to the main research methods used in business and management research. The course is designed to provide students with a solid knowledge and skill basis for conducting their own (MSc) research and to learn them to critically evaluate and interpret other academic research. The course presents the fundamentals of the research process, and will cover qualitative and quantitative research methods, using both primary and secondary data. The knowledge and competencies acquired in this course will enable students to make informed methodological decisions regarding the design, planning, execution and interpretation of the research for their MSc thesis.

Learning Outcomes

On completion of this course successful students will:

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Understand the relevance of research in managerial decision-making.	Lectures, class discussion	Participation, research project assessment
CLO2. Have a critical awareness of research issues, methodologies, and methods used in business and management as well as an understanding of potential ethical problems of the research	Lectures, discussion, individual study, home assignments	Participation, research project assessment
CLO3. Obtain skills to identify a business problem/need, translate it into a research question, and design an appropriate way to answer it.	Lectures, individual study, home assignments, presentation	Participation, research project assessment
CLO4. Develop skills to identify and understand the main qualitative and quantitative strategies of research, their advantages and disadvantages and their appropriate application areas.	Lectures, individual study, home assignments	Participation, research project assessment
CLO5. Develop skills to design a research project and collect data.	Lectures, team work, individual study, home assignments	Participation, research project assessment
CLO6. Obtain skills to analyze data and draw reasonable interpretations as well as communicate research findings in a clear and well-organized way	Lectures, individual study, team work, home assignments	Participation, research project assessment

CLO7. Develop skills to critically evaluate the quality of other researchers' findings and the process used to obtain them.	Lectures, individual study, home assignments	Participation, research project assessment
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Quality Assurance Measures

The lecturer will apply a variety of teaching methods to keep the students engaged in the topic. Continuous student feedback will be encouraged and accommodated to continuously improve class experience.

No	Date	Topic	Class Hours	Suggested readings
1	Lecture 1 18:00-21:15	Theory: Organizational details of the course. Introduction and definition of research. The steps of the research process. Theoretical contribution. Finding novel and meaningful research ideas. Seminar: Generating and discussing ideas for your research proposal.	4	<ul style="list-style-type: none"> Summers, J. O. (2001). Guidelines for conducting research and publishing in marketing: From conceptualization through the review process. <i>Journal of the Academy of Marketing Science</i>, 29(4), 405-415. MacInnis, D. J. (2011). A framework for conceptual contributions in marketing. <i>Journal of Marketing</i>, 75(4), 136-154 Kumar, V. (2016). My reflections on publishing in <i>Journal of Marketing</i>, 1-6
2	Lecture 2 18:00-21:15	Theory: Peer review of research proposal ideas. Writing up the research proposal. Organizing and structuring the literature review. Seminar: Drawing your research model, formulating research problem, goal, objectives.	4	<ul style="list-style-type: none"> Hofstee, E. (2006). <i>Constructing a good dissertation: a practical guide to finishing a Master's, MBA or PhD on schedule</i>. Epe.
3	Lecture 3 18:00-21:15	Theory: Research designs: cross-sectional designs, experimental designs. Seminar: Choosing your research design.	4	<ul style="list-style-type: none"> Hogg, M. A., & Vaughan, G. M. (2010). <i>Social psychology: An introduction</i>. Harvester Wheatsheaf. Chapter 1 Zaitzow, B. H., & Fields, C. B. (2006). Archival data sets: Revisiting issues and considerations. <i>The Psychology Research Handbook</i>, 326-341.
4	Lecture 4 18:00-21:15	Theory: Types of experiments. Types of hypotheses. Reliability and validity. Internal and external validity. Seminar: Selecting mediators and moderators.	4	<ul style="list-style-type: none"> Haslam, S. A., & McGarty, C. (2008). Experimental design and causality in social psychological research. C. Sansone, MCC & AT Panter (Eds.), <i>The Sage Handbook of Methods in Social Psychology</i>, 237-264. Aronson, E., Wilson, T. D., & Brewer, M. B. (1998). <i>Experimentation in social psychology</i>. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), <i>The Handbook of Social Psychology</i>

				<p>(4th ed., Vol. 1, pp. 99-142). Boston: McGraw-Hill.</p> <ul style="list-style-type: none"> Gneezy, A. (2017). Field experimentation in marketing research. <i>Journal of Marketing Research</i>, 54(1), 140-143.
5	Lecture 5 18:00-21:15	<p>Theory: Sampling. Questionnaire design. Measurement scales. Ethical issues.</p> <p>Seminar: Sketching your methods section.</p>	4	<ul style="list-style-type: none"> DeVellis, R. F. (2016). <i>Scale development: Theory and applications</i> (Vol. 26). Sage publications. <i>Chapters 1 and 2</i> Malhotra, N. K. (2006). Questionnaire design and scale development. <i>The Handbook of Marketing Research: Uses, Misuses, and Future Advances</i>, 176-202. Bruner, G. C. (2009). <i>Marketing Scales Handbook: A compilation of multi-item measures for consumer behavior & advertising research. v. 5</i> (Vol. 5). GCBII Productions.
6	Lecture 6 18:00-21:15	<p>Theory + Seminar: Qualitative research: research questions for qualitative study, sampling, research instruments, interviews, projective techniques, focus groups, ethnography, data analysis and presentation.</p>	4	<ul style="list-style-type: none"> Arnould, E.J., Amber, E. (2006). Consumer experience. Listening and Learning With Qualitative Data. in: Vriens, M., & Grover, R. <i>The Handbook of Marketing Research : Uses, Misuses, and Future Advances</i>, 51-82
7	Lecture 7 18:00-21:15	<p>Theory: Questionable research practices. Correlation and regression.</p> <p>Seminar: performing correlation and regression analyses</p>	4	<ul style="list-style-type: none"> Field, A. (2013). <i>Discovering statistics using IBM SPSS statistics</i>. sage.
8	Lecture 7 18:00-21:15	<p>Theory: Moderation, mediation and conditional process analysis.</p> <p>Seminar: performing mediation and moderation analyses</p>	4	<ul style="list-style-type: none"> Hayes, A. F. (2017). <i>Introduction to mediation, moderation, and conditional process analysis: A regression-based approach</i>. Guilford Publications. Part 1 Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i>, 51(6), 1173.
9	Lecture 8 18:00-21:15	Presentation of final research proposals and discussion	4	
24 June, 9:00	Send complete research proposals via email to yanjoy@faculty.ism.it			

21 June, 18:00-20:15	Final exam, online

Self-study Hours and Assessments

Type of assignment	Readings	Self-study hours	Evaluation, %
Final exam	Lectures and suggested readings	70	50
Research Proposal presentation		12	10
Research Proposal		38	30
Active participation (opponent groups)		4	10
Total:		124	100

Grading: Exam, assignment and class participation

1. The final **exam** will be an **open book** exam, and will cover the slides from all of the lectures, suggested readings and questions relating to the lecture/discussion material from the classes. Exam questions will be open questions where students have to apply the course contents. The final exam will count for 50% of the final grade. If students fail the final exam, they have the opportunity to retake it. Like the final exam, the retake exam will consist of 50% of the overall grade. The final exam is planned on June 21.

2. **Research Proposal (expanded)**: For this course, you will have to develop a research proposal about a marketing-related topic in groups of four students. The research proposal counts for 40% of the final grade: 10% of that grade is dedicated to presenting the proposal, 30% is dedicated to the written proposal. More information about the specific requirements of the proposal will be made available in the slideshow of the first lecture. The proposal should include the following sections:

- a) Thesis topic
- b) Thesis problem definition
- c) Thesis goal and objectives
- d) Review of literature
- e) Research design (including justification of selected method(s) of research)
- f) Methods of data collection and analysis
- g) Sequence in which the intended research will be carried out (procedure)
- h) Expected findings (including graphical representation of expected outcomes).
- i) Bibliography

Students have to present the proposals in class during **session 8, on June 17**, and deliver the complete proposals on **June 24, 9 am** local LT time via **email yanjoy@faculty.ism.lt**. Students who fail the proposal have one opportunity to make corrections to the proposal.

3. Students can earn an additional 10% of their final grade for **active class participation**, especially when they have to review other group's work during sessions 1 and 8.

Further practical information

In-class **assignments**: students will work on different types of assignments in class (e.g., generating and discussing research ideas, formulating a research problem and hypotheses, selecting measures and analyzing data).

Assistance: Never hesitate to request assistance with anything you do not understand.

Deadlines and Details: Meeting deadlines and taking care of details are of extreme importance. Therefore, for assignments that are not turned in on time a grade of "0" will be given.

Communication

The students must use their official ISM e-mail to contact the lecturer and clearly indicate the **course name (IMM Research Methodology) and the subject matter of the question** in the subject line of the e-mail. Whenever the students have to submit their work, their names must be clearly indicated on the document and the document must be properly formatted according to ISM requirements. The file names of e-mailed documents, such as the research proposal, must include the **students' last names**. It is very important that you follow these rules so your e-mails and submissions do not get lost. Please use yanjoy@faculty.ism.it for all correspondence.

Suggested readings

If you need more background information about the contents covered in the course, you might consult the following readings. Note that the final and retake exam questions will be fully based on the slides of the course.

- Arnould, E.J., Amber, E. (2006). Consumer experience. Listening and Learning With Qualitative Data. in: Vriens, M., & Grover, R. *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, 51-82.
- Aronson, E., Wilson, T. D., & Brewer, M. B. (1998). *Experimentation in social psychology*. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The Handbook of Social Psychology* (4th ed., Vol. 1, pp. 99-142). Boston: McGraw-Hill.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173.
- Bruner, G. C. (2009). *Marketing Scales Handbook: A compilation of multi-item measures for consumer behavior & advertising research*. v. 5 (Vol. 5). GCBII Productions.
- DeVellis, R. F. (2016). *Scale development: Theory and applications* (Vol. 26). Sage publications. *Chapters 1 and 2*
- Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. Sage.
- Gneezy, A. (2017). Field experimentation in marketing research. *Journal of Marketing Research*, 54(1), 140-143.
- Haslam, S. A., & McGarty, C. (2008). Experimental design and causality in social psychological research. C. Sansone, MCC & AT Panter (Eds.), *The Sage Handbook of Methods in Social Psychology*, 237-264.
- Hayes, A. F. (2017). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford Publications. Part 1
- Hogg, M. A., & Vaughan, G. M. (2010). *Social psychology: An introduction*. Harvester Wheatsheaf. Chapter 1
- Hofstee, E. (2006). *Constructing a good dissertation: a practical guide to finishing a Master's, MBA or PhD on schedule*. Epe.
- Kumar, V. (2016). My reflections on publishing in Journal of Marketing. *Journal of Marketing*, 1-6
- MacInnis, D. J. (2011). A framework for conceptual contributions in marketing. *Journal of Marketing*, 75(4), 136-154
- Malhotra, N. K. (2006). Questionnaire design and scale development. *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, 176-202.
- Summers, J. O. (2001). Guidelines for conducting research and publishing in marketing: From conceptualization through the review process. *Journal of the Academy of Marketing Science*, 29(4), 405-415.
- Zaitzow, B. H., & Fields, C. B. (2006). Archival data sets: Revisiting issues and considerations. *The Psychology Research Handbook*, 326-341.

