

Research Methods in Management

Amrita School of Business

Winter Quarter 2016-17, PhD Program

Resource Person: Dr. Deepak Gupta, Professor, Amrita School of Business

Office Hours: MWF 5-6 PM - By prior appointment

Learning Objectives:

- 1) You will learn how to ask original research questions.
- 2) You will learn how to collect, assimilate, and critically review literature on a given topic.
- 3) You will learn about the different paradigms in management research, strategies of research design and how to do methodologically appropriate work
- 4) You will learn about best practice in management research and how to prepare scholarly work for publication
- 5) You will learn about ethics in the research process and how to do ethical management research

Course Text: Neuman, W. L. (2015). *Social Research Methods: Qualitative and Quantitative approaches*. . Pearson 7th edition.

Core Coursera Resources for the Flipped Classroom: The following courses offered on Coursera:

1. *Quantitative Research* from the University of Amsterdam
2. *Qualitative Research Methods* from the University of Amsterdam
3. *Questionnaire Design for Social Surveys* from the University of Michigan

Course Coverage:

- 1) An introduction to the major types of social research and the different paradigms in management research
- 2) An exploration of the different stages of the research process
- 3) An introduction to different kinds of research design and successful strategies for methodologically appropriate research design
- 4) A reflection on the centrality of ethics in the research process, and exploration of established global norms in doing ethical management research
- 5) A familiarization with some of the best practices in doing — and publishing — management research

Course Philosophy:

This course is the second course in the core course sequence of the ASB PhD program. Together with the *Philosophy of Management Research*, this course is designed to set strong methodological foundations in the practice of management research — foundations that will be essential to your successful execution of your doctoral project. In the process of the course you will not only be introduced to the

research process and different research designs, you will also learn — through carefully curated readings from top management journals and authors; live experience sharing from successful researchers; and the guided planning and execution of your first research project —about best practices in doing ethically grounded and methodologically appropriate management research. You could say the course philosophy is learning research excellence by reading, listening, reflecting, and doing.

Course Pedagogy:

- 1) In class *student -led discussion* of key course articles, and themes
- 2) Out- of- classroom *workshops* dedicated to specific course themes
- 3) The *flipped classroom* – Out- of- classroom learning from high quality MOOC courses focused on research methods
- 4) Learning through the *experience sharing seminars* by prolific management researchers of best practices in publishing impactful management research
- 5) *Collaborative development* of an original research question through structured Peer-to-Peer feedback

Course Examination:

- 1) In class assignments (30%)
- 2) Class participation (10%)
- 3) Course Examination (30%)
- 4) Course term paper (30%)

Course Schedule:

#	Chapter	Theme	Readings and Resources
1-2	Chapters 1-2	Types of Social Research	.
3-4	Chapter 3	Theory and Research	<p><u>Course Reader:</u></p> <p>Colquitt, J. A., & Zapata-Phelan, C. P. (2007). Trends in theory building and theory testing: A five-decade study of the Academy of Management Journal. <i>Academy of Management Journal</i>, 50(6), 1281-1303.</p> <p>Eisenhardt, K. M. (1989). Building theories from case study research. <i>Academy of management review</i>, 14(4), 532-550.</p>
5-6	Chapter 4	Research Paradigms: Quantitative and Qualitative	<p><u>In Class Presentations:</u></p> <p>1) Khaire, M., & Wadhvani, R. D. (2010). Changing landscapes: The construction of meaning and value in a new market category— Modern Indian art. <i>Academy of Management Journal</i>, 53(6), 1281-1304.</p> <p>2) Chittoor, R., Sarkar, M. B., Ray, S., & Aulakh, P. S. (2009). Third-world copycats to emerging multinationals: Institutional changes and organizational transformation in the Indian pharmaceutical industry. <i>Organization Science</i>, 20(1), 187-205</p> <p>3) Anand, N., & Watson, M. R. (2004). Tournament rituals in the evolution of fields: The case of the Grammy Awards. <i>Academy of Management journal</i>, 47(1), 59-80.</p> <p>4) Gubbi, S. R., Aulakh, P. S., Ray, S., Sarkar, M. B., & Chittoor, R. (2010). Do international acquisitions by emerging-economy firms create shareholder value? The case of Indian firms. <i>Journal of International Business Studies</i>, 41(3), 397-418</p>
7-8		The Research Process	<p><u>In Class Reading and Exercise:</u></p> <p>J. Joško Brakus, Bernd H. Schmitt, Lia Zarantonello (2009) Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?. <i>Journal of Marketing</i>: May 2009, Vol. 73, No. 3, pp. 52-68.</p>
9		Asking Questions	<p><u>Course Reader:</u></p> <p>Sandberg, J., & Alvesson, M. (2010). Ways of constructing research questions: gap-spotting or problematization?. <i>Organization</i></p> <p>Workshop on <i>Asking Research Questions</i> by Dr Ramya Neelamegham</p>

10	Chapter 5	Doing the Literature Review	Boote, D. N., & Beile, P. (2005). Scholars before researchers: On the centrality of the dissertation literature review in research preparation. <i>Educational researcher</i> , 34(6), 3-15.
11-12	Chapter 6	Research Design	<u>Course Reader:</u> Edmondson, A. C., & McManus, S. E. (2007). Methodological fit in management field research. <i>Academy of Management Review</i> , 32(4), 1246-1264. Buchanan, D. A., & Bryman, A. (2007). Contextualizing methods choice in organizational research. <i>Organizational Research Methods</i> , 10(3), 483-501.
13-14	Chapters 7&8	Measurement & Sampling	<u>Flipped Classroom:</u> Selected videos from the Coursera course on Quantitative Research by the University of Amsterdam
15	Chapter 9	Experimental Research	<u>Workshop on Experimental Research Design</u> by Dr Deepak Kumar
16-17	Chapter 10	Survey Research	<u>Course Reader:</u> Lietz, P. (2010). Research into questionnaire design. <i>International Journal of Market Research</i> , 52(2), 249-272. Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. <i>Journal of marketing research</i> , 64-73. <u>Flipped Classroom:</u> Selected videos from the Coursera course on <i>Questionnaire Design for Social Surveys</i> by the University of Michigan
18-19	Chapter 12	Issues in Quantitative Data Analysis	<u>Course Reader:</u> Winship, C., & Mare, R. D. (1992). Models for sample selection bias. <i>Annual review of sociology</i> , 18(1), 327-350. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. <i>Journal of applied psychology</i> , 88(5), 879. 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.
20-21	Chapters 13 & 14	Qualitative Research	<u>Flipped Classroom:</u> Selected videos from the Coursera course on Qualitative Research Methods by the University of Amsterdam

22	Chapter 5	Research Ethics	<p><u>Workshops on <i>Research Ethics in Management Research</i></u> by Dr Bharat Jayaram and Dr Deepak Gupta</p> <p>AMR: Ethics and Integrity in the Research Process</p>
23-24	Chapter 15	Publishing Management Research: Best Practices	<p><u>In Class Presentations:</u></p> <p>Publishing in AMJ-Part 1: Topic Choice</p> <p>Publishing in AMJ-Part 2: Research Design</p> <p>Publishing in AMJ-Part 3: Setting the Hook</p> <p>Publishing in AMJ-Part 4: Grounding the Hypothesis</p> <p>Publishing in AMJ-Part 5: Crafting Methods and Results</p> <p>Publishing in AMJ-Part 6: Discussing Implications</p> <p>Publishing in AMJ-Part 7: Qualitative Research</p> <p><u>Workshop on <i>Making Management Research Contributions</i></u> by Dr Neerpal Rathi</p> <p><u>Workshop on <i>Publishing in AMJ</i></u> by Dr Rajiv Kozhikode Krishnan</p>