Advanced Research Methods

Course Description

Advanced research methods, specifically business research, involve scientific inquiry that strives to uncover information to help a business improve performance and maximize shareholder value while adhering to ethical and moral compliance standards. Managers seeking to conduct empirical research with meaningful and actionable results must maintain validity, reliability, and trustworthiness when using scientific methodologies. Research proposals are prepared prior to conducting research and structure the research, enabling investigators to properly plan, conduct, and analyze case studies and surveys. Different strategies are used to collect qualitative and quantitative data, depending on the research goals. Managers use their understanding of research methodologies to assess the quality of research.

Contents

1. Theoretical Background: Social Science and Research Paradigms
   1. What is a Paradigm?
   2. Empiricism
   3. Critical Rationalism
   4. Epistemological Anarchism
   5. Structural Functionalism
   6. Symbolic Interactionism
   7. Ethnomethodology
2. Case Study Research
   1. Types of Case Study Research
   2. Maintaining Quality in Case Study Research
   3. Case Study Design
   4. Implementing Case Studies
   5. Analyzing Case Studies
3. Specific Topics of Qualitative Research
   1. Idea Generation
   2. Critical Incident Technique
   3. Understanding Communication: Discourse Analysis
   4. Perceiving Perception: Interpretive Phenomenological Analysis
4. Advanced Issues of Qualitative Research Conceptualizing and Data Analysis
   1. Measurement Theory
   2. Index and Scale Construction
   3. Types of Scale Construction
   4. The Problem of Nonresponse and Missing Data
   5. Implications of IT for Research Strategies
5. Underlying Assumptions of Quantitative Research: Concepts and Consequences
   1. Classical Test Theory
   2. Probabilistic Test Theory
   3. Advanced Topics of Test Theory
6. Evaluation Research

6.1 What is Evaluation Research?

1. Types of Evaluation Research
2. Meta-Analysis
3. Meta-Evaluation