Advanced Research Methods

Course Description

Advanced research methods, specifically business research, is scientific inquiry that attempts to uncover new information which helps a business improve performance, maximizing shareholder value while adhering to ethical and moral compliance standards.Managers seeking to conduct empirical research must maintain validity, reliability, and trustworthiness when utilizing scientific methodologies in order to produce meaningful and actionable results. Research proposals are typically written prior to conducting research, which have a certain structure, enabling the researcher to properly plan, conduct, and analyze case studies and surveys. Different data collection strategies are used to collect both qualitative and quantitative data, depending on the research proposal goals. Managers utilize their understanding of research methodologies to accurately 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