



Business Research Methods

Title of the Course: Business Research Methods

Course Professor: Xiaojun WU

Language: English

Inside Class Credit Hours: 36

Prerequisite: None

Semester: First

No. of Course:

Students: Oversea Postgraduate

Extracurricular Class Hours: 72

Number of Students: ≤50

Credit: 2

1. Profile and Contact way of the Teachers

XIAOJUN WU is PhD, Associate professor, Master advisor, Tongji University. He is a visiting professor of Warrington College of Business in University of Florida in 2014. His research interest includes applied statistics, data mining, and machine learning for business and management. In 2006, He took the research about the Chinese online business for Swarovski in Austria. In 2007, he earned the Third Price of Shanghai Science and Technology Award because of the research project “application of quality cost management system for the enterprise”. In recent years, Prof. Wu has hosted and participated in many academic research programs for Ministry of Science and Technology, the National Natural Science Foundation of China, and some consultations for business, such as Johnson & Johnson Medical, Shanghai Automotive Industry Sales Corporation, Shanghai Mitsubishi Elevator, Avaya China, Shanghai Airport Authority. He has published about 10 papers and 2 books.

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2. Course Description

The core issue with conducting business research is – how do we arrive at a credible knowledge through proper research practices? The methods covered will include experimentation, survey, interviewing, and field research in the business research. During the tour of the various methods, we will confront the issues of quality, validity, and rigor.

3. Course Objectives and Requirements

1. Course Objectives :

- a) To help students develop a foundational understanding of how to conduct business research;
- b) To generate an awareness of the inevitable imperfections imposed in any research design;
- c) To give students a good appreciation of how the methods could be combined;



2. **Requirements:** The course will consist of eight sessions, as detailed below. Since studying is based on case and class discussions, and exchanging of the students' ideas and experiences, participants will be encouraged to take an active part and share their experiences and quandaries with the class. Students are, therefore, expected to attend and actively participate in all class sessions.

4. Course Arrangement

Unit 1	Topics Foundation of Business Research
Session 1-4	<ul style="list-style-type: none"> ● Dimensions of research ● Theory and research ● The meanings of methodology ● Research Question and topic ● Research Process and Research Design
Parts of Suggested Readings	<ol style="list-style-type: none"> 1) Delen, D. and H. M. Zolbanin (2018). "The analytics paradigm in business research." <i>Journal of Business Research</i> 90: 186-195. 2) Weick, K. E. (1995). "WHAT THEORY IS NOT, THEORIZING IS." <i>Administrative Science Quarterly</i> 40(3): 385-390. 3) Eisenhardt, K. M. (1989). "BUILDING THEORIES FROM CASE-STUDY RESEARCH." <i>Academy of Management Review</i> 14(4): 532-550. 4) Shugan, S. M. (2003). "Defining interesting research problems." <i>Marketing Science</i> 22(1): 1-15. 5) Peng, M. W. (2004). "Identifying the big question in international business research." <i>Journal of International Business Studies</i> 35(2): 99-108.
Unit 2	Topics Literature Review, Field Research and Interviewing
Session 5-7	<ul style="list-style-type: none"> ● Literature Review ● Observation ● Qualitative research ● Field study
Parts of Suggested Readings	<ol style="list-style-type: none"> 1) Crutcher, R. J. (1994). " Telling what we Know: The Use of Verbal Report Methodologies in Psychological Research." <i>Psychological Science</i> 5(5): 241-244. 2) Payne, J. W. (1994). " Thinking Aloud: Insights into Information Processing." <i>Psychological Science</i> 5(5): 241-248. 3) Zhang, L. E. and D. S. A. Guttormsen (2016). ""Multiculturalism" as a key methodological challenge during in-depth interviewing in international business research." <i>Cross Cultural & Strategic Management</i> 23(2): 232-256. 4) MacKinnon, D. P., et al. (2012). "Guidelines for the Investigation of Mediating Variables in Business Research." <i>Journal of Business and Psychology</i> 27(1): 1-14. 5) Hult, G. T. M., et al. (2008). "Data equivalence in cross-cultural international business research: assessment and guidelines." <i>Journal of International Business Studies</i> 39(6): 1027-1044.
Unit 3	Topics Survey, Measurement and Sampling Methods



Session 8-12	<ul style="list-style-type: none"> ● Logic of survey research ● Constructing the questionnaire ● Types of surveys and their advantages and disadvantages ● Measurement and Measurement scale ● Sampling methods
Parts of Suggested Readings	<ol style="list-style-type: none"> 1) Moore, G. C. and I. Benbasat (1991). "Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation." <i>Information Systems Research</i> 2(3): 192-222. 2) Schaeffer, N. C. and S. Presser (2003). "The science of asking questions." <i>Annual Review of Sociology</i> 29: 65-88. 3) Schaeffer, N. C. and J. Dykema (2020). <i>Advances in the Science of Asking Questions. Annual Review of Sociology, Vol 46.</i> K. S. Cook and D. S. Massey. 46: 37-60. 4) Gault, F., <i>Handbook of Innovation Indicators and Measurement</i>, Edward Elgar, 2013. 5) Robinson, J. P., Shaver, P. R., and Wrightsman, L. S., <i>Measures of Personality and Social Psychological Attitudes</i>, Academic Press, 1991. 6) Ping, R. A. (2004). "On assuring valid measures for theoretical models using survey data." <i>Journal of Business Research</i> 57(2): 125-141.

Unit 4	Topics Experiment Design
Session 13-15	<ul style="list-style-type: none"> ● Randomization ● Concept of control ● Experimental design logic ● Internal and external validity ● Factorial design ● Within- and between-subjects design
Parts of Suggested Readings	<ol style="list-style-type: none"> 1) Calder, B. J., et al. (1982). "The Concept of External Validity." <i>Journal of Consumer Research</i> 9(3): 240-244. 2) Perdue, B. C. and J. O. Summers (1986). "Checking the success of manipulations in marketing experiments." <i>Journal of Marketing Research</i> 23(4): 317-326. 3) Zellmer-Bruhn, M., et al. (2016). "From the Editors: Experimental designs in international business research." <i>Journal of International Business Studies</i> 47(4): 399-407. 4) Kirca, A. H. and A. Yaprak (2010). "The use of meta-analysis in international business research: Its current status and suggestions for better practice." <i>International Business Review</i> 19(3): 306-314.

Unit 5	Topics Writing and Final Report
Session 16	<ul style="list-style-type: none"> ● Writing the Final Report

5. Teaching Methods

Lectures, Discussions, Case Analysis, etc.



6. Learning Outcomes Expected

Category	Learning Outcomes
Knowledge Learned	Explain and communicate the nature of current research in the organizational context.
Intellectual abilities Improved	Apply appropriate research methodologies to solve organizational research problems.
Practical skills improved	Have a good command of various methodological tools to solve real business problems
Personal competences and characters Cultivated	To develop critical thinking

7. Performance Evaluation: Means & Ratio

Evaluation Means	Ratio (%)	Link with learning outcomes expected
Assignments	30	All Category
Attendance	10	All Category
Final Assignment	60	All Category

Requirements of Individual Final Assignment

1. Please write down an research proposal with the appropriately selected methods
2. The proposal should contain the clear research questions and the description of the research design;
3. *No longer than 8 pages long, 12 point font, double spaced.*

Policy on attendance and participation:

Since most class meetings will include the discussion, students are expected to attend and participate in all classes (if you miss some session, you will get points off according to your handbook).

Feedback:

Any feedback, whether verbally or electronically, on anything that concerns you *is always appreciated*.

Preparation:

Students are suggested to read the suggested reading materials PRIOR to attending the classes.

8. Textbook, References and Reading Materials

1) Textbook



- [1]. Uma Sekaran, Roger Bougie. Research Methods for Business - A skill-Building Approach. Seventh Edition. John Wiley & Sons Ltd. 2016
- [2]. Business Research Methods, D. Cooper, P. Schindler, 12th Edition, McGraw-Hill Education

2) Periodicals and Magazines

- [1]. Management Information Systems Quarterly
- [2]. Information Systems Research
- [3]. Journal of Marketing Research
- [4]. Journal of Management
- [5]. Journal of International Business Studies
- [6]. Journal of Business Research
- [7]. Organization Science etc.

9. Final Assignment Requirements

The criteria of assignment evaluation (100 points)

Assessment Criteria Grid	Max. points	Points Attribute d
<p>Comprehension of key issues:</p> <ul style="list-style-type: none"> • Understanding of concepts treated in class • Ability to apply concepts to new context/s • Proper use of subject matter vocabulary • Addressed fully the assignment requirements 	20%	
<p>Analysis:</p> <ul style="list-style-type: none"> • Display of critical thinking relative to subject matter • Application of key models and concepts to the analysis • Ability to apply concepts/models from other disciplines to the analysis 	20%	
<p>Structure & presentation:</p> <ul style="list-style-type: none"> • Well-structured ideas and information • Clarity of presentation • Professional layout – tables, figures, images, headings, hierarchy of information • Use of transitions and interim conclusions 	20%	
<p>Conclusions & recommendations:</p> <ul style="list-style-type: none"> • Logical continuation of reasoning/ideas/analysis developed in assignment • Concision and relevancy to the analysis • Relevance to the analysis 	20%	
<p>References & citation:</p> <ul style="list-style-type: none"> • Citations within paper • Proper format of citation and no acts of plagiarism (intentional or unintentional) • Reference/Bibliography section • Depth and breadth of sources 	10%	
<p>Other:</p> <ul style="list-style-type: none"> • Elements of assessment at Professor’s discretion relative to the discipline • Creativity and originality of ideas/approach/analysis/findings • Demonstrated general attainment of module learning objectives 	10%	
TOTAL	100%	



Appendices:

1. The course PPT
2. Other teaching material (such as reading materials, the articles)