

Management research methodology

**ECTS : 3**

**Description du contenu de l'enseignement :**

S1: Introduction to Management Research and to the seminar (DR)

S2: Epistemology + Fundamentals of Research Design (DR)

S3: The foundations of qualitative research (AG)

S4: Interviews and Focus Groups (AG)

S5: Ethnography and Digital Qualitative Research Method (AG)

S6: Qualitative Data Analysis (AG)

S7: The foundations of quantitative methods (DR)

S8: Surveys (DR)

S9: Experiments (DR)

S10: Data analysis workshop (DR)

S11: Reporting and presenting research (DR)

S12: *Research proposal presentations* (DR+AG)

**Compétence à acquérir :**

The seminar is designed to introduce students to principles and fundamental tools of research methods most frequently used in management. We will present a range of critical topics including epistemology, research design, interviews, ethnography, survey research and experimental design.

**Mode de contrôle des connaissances :**

Evaluation will be based on:

- an individual research proposal at the end of the seminar (80%),
- and on group activities during class and active participation (20%).

**Bibliographie, lectures recommandées :**

Session 1

- Mishra, S. and Subudhi, R.N. (2019), **Chap1: The Methodological Domain in Management Research**, In *Methodological Issues in Management Research: Advances, Challenges, and the Way Ahead*, Emerald Publishing Limited, Bingley, pp. 1-10.
- Weathington, Bart L., et al. (2012), **Chap1: Research and Business**, In *Understanding Business Research*, John Wiley & Sons, Incorporated, pp3-22.
- Cassell, C. and Lee, B. (2010), **Chap1: Introduction**, In *Challenges and Controversies in Management Research*, Taylor & Francis Group, pp1-14.

Session 2

- della Porta, D. and Keating, M. (2008), **Chap2: How Many Approaches in the Social Sciences? An Epistemological Introduction**, In *Approaches and methodologies in the social sciences : A pluralist perspective*, Cambridge University Press, pp19-39.
- Klakegg, O. J. (2016). **Chap5: Ontology and Epistemology**. In *Design Methods and Practices for Research of Project Management*, Taylor & Francis Group, pp. 87-96.

Session 3

- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational research methods*, 16(1), 15-31.
- Geertz Clifford (1973), *The Interpretation of Cultures*, NY: Basic Books, Inc., Publishers.

Session 4

- Gruen, A. and Mimoun, L, (forthcoming), **Conducting consumer interviews online and offline**, in 2nd Edition of the *Handbook of qualitative research methods in marketing* edited by Cele Otnes and Belk, R. W., Edward Elgar Publishing.
- Kamberelis, G., Dimitriadis, G., & Welker, A. (2018). **Focus group research and/in figured worlds**. *The SAGE handbook of qualitative research*, 692-716.

#### Session 5

- Kozinets, R. (2019) *Netnography : The Essential Guide to Qualitative Social Media*, London : SAGE Publications Ltd.
- Bainotti, L., Caliandro, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: Studying Instagram Stories with digital methods. *New Media & Society*, 23(12), 3656-3676.
- Caliandro, A., & Gandini, A. (2016). *Qualitative research in digital environments: A research toolkit* Taylor & Francis.

#### Session 6

- Spiggle, S. (1994). Analysis and interpretation of qualitative data in consumer research. *Journal of consumer research*, 21(3), 491-503.
- Thompson, C. J. (1997). Interpreting consumers: A hermeneutical framework for deriving marketing insights from the texts of consumers' consumption stories. *Journal of marketing Research*, 34(4), 438-455.

#### Session 7

- Weathington, Bart L., et al. (2012), **Chap3: The Foundations of Research**, In *Understanding Business Research*, John Wiley & Sons, Incorporated, pp41-71.
- Franklin, M. (2008), **Chap13: Quantitative Analysis**, In *Approaches and methodologies in the social sciences : A pluralist perspective*. Cambridge University Press, pp240-262.
- Eisend, M., and Kuss, A. (2019). **Chap7: Hypotheses and Model for Theory Testing** In *Research Methodology in Marketing*, Springer, Cham, pp151-172.

#### Session 8

- Weathington, Bart L., et al. (2012), **Chap4: An Overview of Research Methods**, In *Understanding Business Research*, John Wiley & Sons, Incorporated, pp73-103.
- Aityan, S.K. (2022). **Chap16: Survey Method**, In *Business Research Methodology*, Springer, Cham, pp343-357.

#### Session 9

- Eisend, M., and Kuss, A. (2019). **Chap8: Testing Causal Relationships**

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