

Quantitative methodology for management

ECTS : 3

Description du contenu de l'enseignement :

Session 1 22/01 - 8:30-11:45am

Introduction to quantitative research methods and to the seminar

Session 2 22/01 - 1:45-5pm

Quantitative research designs + Citrix

Session 3 23/01 - 8:30-11:45am

Survey research methods

Session 4 24/01 - 8:30-11:45am

Survey research workshop

Session 5 24/01 - 1:45-5pm

Experimental research methods

Session 6 25/01 - 8:30-11:45am

Experimental research workshop

Session 7 25/01 - 1:45-5pm

Research proposal workshop

Session 8 26/01 - 1:45-5pm

Research proposal presentations

Compétence à acquérir :

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

Mode de contrôle des connaissances :

The evaluation will be based on an individual research proposal at the end of the seminar, on group activities during workshops, and on class preparation and active participation.

Bibliographie, lectures recommandées :

Session 1

· 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.

Session 2

· 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.

Sessions 3+4

· 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.

Sessions 5+6

· Eisend, M., and Kuss, A. (2019). **Chap8: Testing Causal Relationships**, In *Research Methodology in Marketing*, Springer, Cham, pp173-193.

Session 7

· Aityan, S.K. (2022). **Chap22: Writing Research Report**. In *Business Research Methodology*, Springer, Cham, pp461-479.

· Aityan, S.K. (2022). **Chap23: Making Presentations**, In *Business Research Methodology*, Springer, Cham, pp481-491.

Document susceptible de mise à jour - 09/12/2025

Université Paris Dauphine - PSL - Place du Maréchal de Lattre de Tassigny - 75775 PARIS Cedex 16