

## 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.