

Research Methods (Fall 2013)

General Outlines:

This course – specifically designed for master students in Technology Management - is divided into two parts. The first part (qualitative) is instructed by Chuan-Kai Lee, and the second part (quantitative) by Yu-Wen Liu.

In principle, the first part will put more emphasis on conceptualization, while the second part will put more emphasis on implementation.

Research Methods (Part I)

Class Time: Every Tuesday 9:10am~12:00pm

Classroom: R120, TSMC Building

Instructor

Chuan-Kai Lee, Associate Professor

Office: R844, TSMC Building

Office hours: by appointments

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Objectives

- Help master students develop their research proposals for thesis
- Introduce some issues and problems in writing a thesis in the field of technology management.
- Introduce the means of assessing the key assumptions underlying the selection and use of qualitative (and quantitative) methods.
- Introduce a range of qualitative research methods, including interpretive practice, narrative analysis, case study, and comparative method, particularly as they applied to field of organization and management.

Course Format

This course will combine lectures, student presentations and guest speeches to help students develop their research proposals for thesis.

The classroom will be a lively place in which teacher and students encourage and constructively develop each others' ideas. Students are required to engage in the following behaviors:

- You will be expected to have completed the required assignments.
- You will be expected to combine what you have learnt from lectures into your assignments.
- Actively participate in the class by constructively engaging the ideas presented by others.

Assessment

1. 50% by assignments.
2. 50% by class participation: This will be a combination of peer and instructor assessment.

Course Readings

Start your research

畢恆達 2010，教授為什麼沒告訴我，台北：小畢出版社

Topic choice

Davis, M. S. 1971. That's Interesting! - Towards a phenomenology of sociology and a sociology of phenomenology. *Phil. Soc. Sci*, 1: 309-344.

Literature review

畢恆達 2010，教授為什麼沒告訴我，台北：小畢出版社

Research question

Rosenberg, A. 2008. *Philosophy of Social Science (3rd)*. Boulder: Westview Press.

Qualitative vs. quantitative

趙鼎新 2007，社會運動與革命，台北：巨流出版社

Qualitative research methods

Suddaby, R. 2006. From the editors: What grounded theory is not. *AMJ*, 49(4): 633-642.

Siggelkow, N. 2007. Persuasion with case studies. *AMJ*, 50(1): 20-24.

Eisenhardt, K. M. & Graebner, M. E. 2007. Theory building from cases: Opportunities and challenges. *AMJ*, 50(1): 25-32.

Pratt, M. G. 2009. For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research. *AMJ*, 52(5): 856-862.

Bamberger, P. A. & Pratt, M. G. 2010. Moving forward by looking back: Reclaiming unconventional research contexts and samples in organizational scholarship. *AMJ*, 53(4): 665-671.

Design & do a qualitative research

Marshall, C. and Rossman, G. 1995. *Designing Qualitative Research*. London: Sage.

Course Schedule

Week	Date	Content	
		Lecture	Assignment
1	9/17	Introduction to syllabus	
2	9/24	Literature review	Topic choice
3	10/01	Guest speech 1: Tommy Shih (Comparative research)	
4	10/08	Qualitative vs. quantitative	Literature review
5	10/15	Qualitative research methods-1	Research question
6	10/22	Qualitative research methods-2	
7	10/29	Guest speech 2: 謝佩珊(Case study)	
		Qualitative research methods-3	
8	11/05	Design & do a qualitative research	Research design
9	11/12	Guest speech 3: Marvin Shin (Ethnography)	

Research Methods (Part II)

Course Title: 研究方法-Quantitative research

Instructor: Prof. Yuwen Liu

Time: TUE 9am-12pm

Course Description:

The goal of the session of quantitative research methods is to teach you to understand and to confidently apply a variety of statistical methods and research designs that are essential for management research.

Course Objectives:

1. Learn the critical skills to evaluate others' research and conduct your own scientific research
2. Learn collect data, analyze data, critically read an article which presents a data analysis, or think about the relationship between theory and the real world.
3. Become a wise consumer of information from multiple sources such as individuals, the government, and corporations.
4. Become a wise producer of research.

Readings:

1. Liu, Y.* & DeFrank, R.S. (2013). Self-interest and Knowledge Sharing Intentions: The Impacts of Transformational Leadership Climate and HR Practices. *International Journal of Human Resource Management*, 24(6), 1151-1164.
2. Liu, Y.* & Philips, J.S. (2011). Examining the antecedents of knowledge sharing in facilitating team innovativeness from a multilevel perspective. *International Journal of Information Management*, 31(1), 44-52.
3. Case: Starbucks, Bank One, and Visa Launch Starbucks Duetto Visa

Class structure:

Class sessions may include lectures, small and large discussion groups. We will strive to clarify, supplement, and analyze reading materials. You are responsible for all assigned readings and all materials presented in class. You are also responsible for all information disseminated in class and all course requirements, including deadlines.

Course requirements:

Group presentation	(15% of final grade)
Assignment	(40% of final grade)
Final exam	(25% of final grade)
Participation and presentation	(20% of final grade)

Weekly schedule:

Week 10	11/19	Quantitative research design I	Content
Week 11	11/26	Quantitative research design II Date collection	Lecture Lab: Correlations & regression Assignment I (10%)
Week 12	12/3	AHP	Guest speaker
Week 13	12/10	Cross-cultural issues	Guest speaker
Week 14	12/17	Developing arguments Multivariate analysis I	Lecture Lab: Interaction plot Reading #1 Assignment II (10%)
Week 15	12/24	Multivariate analysis II Cross-level research	Lecture /Reading #2 Lab: group dataset SUMIF & COUNTIF 函數 Vlookup 樞紐分析 Assignment III (10%)
Week 16	12/31	Paper critique Curvilinear regression	Group presentation (Starbucks) Lab: Quadratic regression Assignment IV (10%)
Week 17	1/7	Final	Lab: In house exam
Week 18	1/14	DEA	Guest speaker