

## Syllabus

# Course Title: Research Methods 研究方法

## Section I: Qualitative research methods 質化研究 ( Week 1-9 )

Course Title: 研究方法-Qualitative research methods

Instructor: Dr. Chuan-Kai Lee, Dr. Shih-Chang Hung

TA: Limeng Yu

Time: Wednesday 10:10am-1pm

### Course Description:

The goal of the session of qualitative research methods is to teach you to understand and to confidently apply qualitative methods and research designs that are essential for business and management research.

### Course Objectives:

1. Learn the critical skills to evaluate others' qualitative research and conduct your own qualitative research
2. Learn how to analyze content, extract themes, identify causal relationships, and critically read an article which presents a qualitative research, 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 business and management research.

### Readings:

1. Dennis A. Gioia, Kevin G. Corley, and Aimee L. Hamilton (2012). Seeking qualitative rigor in inductive research: notes on the Gioia methodology. *Organizational Research Methods* 16(1): 15-31.
2. Daniel Kahneman (2012). Thinking, Fast and Slow. UK: Penguin Group. (康納曼，快思慢想，天下文化出版)
3. 陳琬茹、歐素華(2016). 跨域策展：以「清明上河圖」為例. 東吳大學企管研究所碩士論文
4. Pietra Rivoli (2009). The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of the World Trade. New Jersey: John Wiley & Sons. (皮翠拉·瑞沃莉，一件T恤的全球經濟之旅：從經濟學家觀點看世界貿易的市場、權力和政治，寶鼎出版)
5. 陳柔縉(1994). 總統是我家親戚. 鴻鳴館圖書出版社.
6. Clayton Christensen (1997). The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail. Harvard Business Review Press. (克雷頓·克里斯汀生，創新者的兩難，商周出版)

### Class Structure:

Class sessions may include lectures, discussion groups and invited speeches. 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 Evaluation:

1. Assignments: 50% of final grade
2. Research proposal: 50% of final grade

**Weekly schedule:**

Week 1	09/14	Introduction to research methods	Lecture 1: Lee
Week 2	09/21	Avoiding thinking traps: Thinking, Fast and Slow	Lecture 2 : Lee
Week 3	09/29	十八相送：質性研究的奇幻旅程 (Part I)	Speech1: Hung
Week 4	10/06	十八相送：質性研究的奇幻旅程 (Part II)	Speech 2: Hung Assignment 1: speech note
Week 5	10/12	Understanding the context: 1. 清明上河圖 2. The Travels of a T-Shirt in the Global Economy	Lecture3: Lee Assignment 2: research context
Week 6	10/19	Making categories: The Divergent vs. astrology	Lecture 4: Lee Assignment 3: data structure
Week 7	10/26	Connecting the dots: 總統是我家親戚	Lecture 5: Lee Assignment 4: hypotheses
Week 8	11/02	Big data	Guest speech: 林國義 Assignment 5: speech note
Week 9	11/09	Best practices: Case Study: The Innovator's Dilemma Action Research: EMBA theses	Lecture 6: Lee

**Section II: Quantitative research methods 量化研究 ( Week 10-18 )**

Course Title: 研究方法-Quantitative research

Instructor: Prof. Yuwen Liu

TA: Yaya Wang

Time: Wed 10:10am-1pm

**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 (temp)

**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 (65% of final grade)  
 Participation and presentation (20% of final grade)

**Weekly schedule:**

Week 10	11/16	Sports Day (No class)	
Week 11	11/23	決策分析 I	Guest speaker Lab Assignment V
Week 12	11/30	決策分析 II	Guest speaker Lab Assignment VI
Week 13	12/7	Quantitative research design I	Lecture
Week 14	12/14	Quantitative research design II Date collection	Lecture Lab: Correlations & regression Assignment I (10%)
Week 15	12/21	Quantitative research design II Date collection	Lecture Lab: ANOVA Assignment extra (5%)
Week 16	12/28	Developing arguments Multivariate analysis I	Lecture Lab: Interaction plot Reading #1 Assignment II (10%)
Week 17	1/4	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 18	1/11	Paper critique Curvilinear regression	Group presentation (Starbucks) Lab: Quadratic regression Assignment IV (10%)