

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

TA: Shao-Hsuan Wu (saushan2266@gmail.com)

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. Graebner, M. E., Martin, J. A., Roundy, P. T. (2012) Qualitative data: Cooking without a recipe, Strategic Organization 10(3): 276-284.
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. 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)

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

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

Course Title: 研究方法-Quantitative research

Instructor: Prof. Yuwen Liu

Time: Wed 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. *The International Journal of Human Resource Management*, 24(6), 1151-1164.
2. Liu, Y., & Phillips, 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. Farmer, S. M., Van Dyne, L., & Kamdar, D. (2015). The contextualized self: How team-member exchange leads to coworker identification and helping OCB. *Journal of Applied Psychology*, 100(2), 583.
4. Ridge, J. W., Ingram, A. M. Y., & Hill, A. D. (2017). Beyond Lobbying Expenditures: How Lobbying Breadth and Political Connectedness Affect Firm Outcomes. *Academy of Management Journal*, 60(3), 1138-1163. doi:10.5465/amj.2015.0584

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 Evaluation:

Final	(15% of final grade)
Assignments	(65% of final grade)
Participation and presentation	(20% of final grade)

Weekly schedule:

Week 1	09/12	Introduction to research methods	Lecture 1 : Lee
Week 2	09/19	Deciding the research topic	Assignment 1: research topic
Week 3	09/26	Understanding the context: The Travels of a T-Shirt in the Global Economy	Lecture 2 : Lee Assignment 2: research context
Week 4	10/03	Case selection	張淑珍、禹俐萌
Week 5	10/10	No class (National Day)	
Week 6	10/17	Coding data	Lecture 3: Lee
Week 7	10/24	Abstraction	Lecture 4: Lee
Week 8	10/31	Avoiding thinking traps: Thinking, Fast and Slow	Lecture 5: Lee Assignment 3: thinking traps
Week 9	11/07	Proposal presentation	All students
Week 10	11/14	Sports Day (No class)	
Week 11	11/21	Quantitative research design I	
Week 12	11/28	Quantitative research design II Date collection	Lecture Lab: Correlations & regression Assignment I (10%)
Week 13	12/5	Quantitative research design II Date collection	Lecture Lab: ANOVA Assignment extra (5%)
Week 14	12/12	Developing arguments Multivariate analysis I	Lecture Lab: Interaction plot Reading #1 Assignment II (10%)
Week 15	12/19	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	12/26	Curvilinear regression	Lab: Quadratic regression Assignment IV (10%)
Week 17	1/2	Paper critique	
Week 18	1/9	Statistics consultation	