The aim of the course: The aim of this course is twofold. First, the course aims at providing an introduction to planning and writing a paper in management to PhD students who are about to start their research career. Second, the course aims at making PhD students familiar with quantitative and qualitative methods as tools for empirical research in management.

Besides making students aware of the key suggestions for doing research in management, the course puts an emphasis on practice. The first course unit (conducting research in management) is structured to cover the basic information and suggestions for research in management and gives a chance to practice different steps.

Such phases of research as planning a research project and structuring a scientific paper will be covered in terms of common tips and through practical examples. Students will refresh their knowledge on development of the research aim and goals, analysis of existing theory and research modeling as well as on improving their writing by analyzing selected papers in management.

Other part of the course focus on quantitative tools in business research. Specifically, the one part will introduce students to the various methods for data collection (including survey, observation and experimentation) and possibilities to combine different methods. The course will focus on development and validity of instruments for data collections, while the rest of the course will take a closer look at sampling procedures. Finally applications of the most commonly used statistical methods for data analysis will be overviewed.

The aim of the last part of the course is twofold – to discuss the scope of methodological choices in doing research and to discuss qualitative methodologies, the way they are applied in research, including a choice of appropriate qualitative methodology, application of different research methods, qualitative data analysis technics, presenting qualitative research findings and judging about their reliability.

Course outline:

a. Conducting a research project in management (Prof Vytautas Dikčius)
   i. Session 1 - How to start doing research? (3 hours)
      1. Development of a problem, an aim and goals for a scientific research.
      2. Sources of scientific information, systematic and chain search of them. Main methods for analysis of scientific literature:
textbook examples, narrative reviews, vote counting, systematic review, meta-analysis and meta-ethnography.

ii. Session 2 – Modelling of research (3 hours)
   1. Construction of a research model, formulation of hypothesis and selection of variables. Types of variables according causality, study design and a unit of measurement.
   2. Combination of research methods. Triangulation of theories, data, researchers, participants and methods.

iii. Session 3 – Methods for quantitative data collection (3 hours)
   1. A survey and peculiarities of it performance. Factors that have influence on reliability of survey.
   3. Experiment and its designs. Pre-experimental, true experimental, Quasi-experimental and statistical designs. Validity in experiments.

iv. Session 4 – Tools for quantitative data collection (3 hours)

v. Session 5 – Tools for quantitative data analysis (3 hours)
   1. Tools for measurement of differences and associations between variables.

b. Qualitative tools for empirical research (Assoc prof Virginijus Tamaševičius)
   i. Sessions 7 – Research methods in Management (3 hours)
      1. The work of research
      2. Research philosophies & paradigms
      3. Quantitative research methodology
      4. Qualitative research methodologies

   ii. Session 8 – Qualitative tools for empirical research (3 hours)
      1. Interviews
      2. Focus groups
      3. Observations
      4. Case studies
      5. Ethnographic research
      6. Grounded theory
      7. Other methods
      8. Sample size in qualitative research

   iii. Session 9 – Qualitative data analysis, writing up and quality of research (3 hours)
      1. Qualitative data coding: creating categories
2. Linking data: designing networks & matrixes
3. Drawing conclusions and writing up
4. Judging about reliability & validity of qualitative researches:
   1. Triangulation
   2. Process & transparency
   3. Evaluation criteria

Evaluation (exam and grading):
Grades from all three parts will be given a weight when computing the final grade. Grades and their weights for each part will be given on assignments described below.

- **Quantitative tools for empirical research (30%).** The final grade consists of a final exam. Emphasis for tests will be on the understanding of lecture material, especially since it is not possible to have additional seminars for this course.
- **Qualitative tools for empirical research (30%).** There will be a take-home exam where students will need to prepare a paper with discussions about the possibilities to apply qualitative methodologies in their PhD research.
- **Research proposal (40%).** In addition, students will have to hand in a research proposal, which be evaluated based on clarity of the presentation, the idea and the structure.

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**Pagrindinė literatūra**

<table>
<thead>
<tr>
<th>a. Conducting a research project in management</th>
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Additional Readings for Part a):

7. Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales. International journal of market research, 50(1), 61-104

b. Quantitative tools for empirical research


Additional Readings for Part b):

2. Keller, Gerald. Statistics for Management and Economics. (Economics Faculty Library)

c. Qualitative tools for empirical research

For classes on research methodology:

For classes on qualitative research methods:


For classes on qualitative data analysis, writing up & quality of research:

1. Miles, Matthew B. Huberman, A. Michael ; Saldaña, Johnny (2014). Qualitative data analysis: a methods sourcebook. Los Angeles [Calif.] [etc.]: SAGE, 381 p. ISBN: 9781452257877. (Chapter 1 – Introduction; Chapter 2 - Research Design and Management; Chapter 4 - Fundamentals of Qualitative Data Analysis; Chapter 5 - Designing Matrix and Network)
4. Flick, Uwe (2007). Managing Quality in Qualitative Research: The Sage Qualitative Research Kit. London: Sage Publications, Inc. (Chapter 4 – Concepts of triangulation; Chapter 5 – Methodological triangulation in qualitative research; Chapter 4 – Managing quality in qualitative research: a focus on process and transparency)
<table>
<thead>
<tr>
<th>Consulting lecturer's name, last name</th>
<th>Scientific degree</th>
<th>Main publications in the field in the last 5 years</th>
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<td>Name</td>
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<td>Jorgenson, Andrew; Longhofer, Wesley; Grant, Don; Sie, Amanda; Giedraitis, Vincentas Rolandas.</td>
<td>The effects of economic and political integration on power plants' carbon emissions in the post-soviet transition nations // Environmental research letters. Bristol : IOP Publishing Ltd. ISSN 1748-9326. 2017, Vol. 12, no 4, art. no 044009 [p. 1-10]. DOI: 10.1088/1748-9326/aa650b.</td>
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