

## DOKTORANTŪROS STUDIJŲ DALYKO SANDAS

Dalyko pavadinimas	Mokslų kryptis (šaka) kodas	Fakultetas	Katedra
<b>Research Methodology and Methods</b>	Vadyba S 003	Ekonomikos ir verslo administravimo fakultetas Kauno fakultetas	Vadybos katedra Teorinės ekonomikos katedra

Studijų būdas	Kreditų skaičius ECTS	Studijų būdas	Kreditų skaičius
paskaitos	1	konsultacijos	
individualus	7	seminarai	

### Dalyko anotacija

**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.
  - 2. Applications of an observation for scientific research. Methods of observation: personal, mechanical and past behaviour. Limitations of an observation.
  - 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)
  - 1. Development of an instrument for quantitative data collection. Types of questions and possibility to gather information Opinions and their measurement. Validity and reliability of scales.
  - 2. Sampling procedures. Sample size calculation. Necessary sample size depending on usage of statistical methods for data analysis.
- v. Session 5 – Tools for quantitative data analysis (3 hours)
  - 1. Tools for measurement of differences and associations between variables.
  - 2. Application of multivariate statistical techniques for business researches.

**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.

Pagrindinė literatūra

**a. Conducting a research project in management**

Malhorta N.K. (2017) Marketing research. 7th ed., Pearson Education Ltd.

Mack Ch. How to write a good scientific paper: title, abstract, and keywords. Journal of Micro/ Nanolithography, MEMS, and MOEMS, 2012, Vol. 11(2)

Koricheva J., Gurevitch J., & Mengersen K. (Eds.), Handbook of meta-analysis in ecology and evolution, Princeton University Press, New Jersey (2013), pp. 3-13, Chapter 1 “Place of Meta-analysis among Other Methods of Research Synthesis”.

Levy, Y. and Ellis, T.J. (2006). A Systems Approach to Conduct an Effective Literature Review in Support of Information Systems Research. Informing Science, 9, 181-212.

Weimiao Fan, Zheng Yan. Factors affecting response rates of the web survey: A systematic review. Computers in Human Behavior 26, 2010, 132–139

Dülmer, H. 2015. “The Factorial Survey: Design Selection and Its Impact on Reliability and Internal Validity.” Sociological Methods & Research 45 (2): 304–347.

Creswell J. W., Clark V. P. Designing and Conducting Mixed Methods Research. SAGE Publications, Inc., 2011

Hussein, A. (2009). The use of triangulation in social sciences research: Can qualitative and quantitative methods be combined? Journal of Comparative Social Work, 1, 1-12.

Ostlund U., Kidd L., Wengstrom Y. & Rowa-Dewar N. (2011). Combining qualitative and quantitative research within mixed method research designs: a methodological review. International Journal of Nursing Studies Vol. 48 Iss. 3. 369-383

Robb K.A., Gating L. and Wardle J. (2017) What impact do questionnaire length and monetary incentives have on mailed health psychology survey response? British Journal of Health Psychology 22, 671–685

Diamantopoulos A., Sarstedt M., Fuch C., Wilczynski P., Kaiser S. Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. Journal of the Academy Marketing Science. 2012, 40, pp.434–449

**Additional Readings for Part a):**

1. Saunders, M., Lewis, P. & Thornhill, A. (2015). *Research Methods for Business Students*. 7th ed. FT Prentice Hall. Harlow. ISBN 0 273 63977 3.
2. Jesson J.K, Matheson L., Lacey F.M. (2013) *Doing your literature review: traditional and systematic techniques*, SAGE: Los Angeles
3. Paltridge B., Starfield S. (2007). *Thesis and dissertation writing in a second language*. London: Routledge.
4. Cronin, P., Ryan, F., & Coughlan, M. (2008). Undertaking a literature review: a step-by-step approach. *British Journal of Nursing*, 17(1): 38-43.
5. Pautasso M (2013) Ten Simple Rules for Writing a Literature Review. *PLoS Comput Biol* 9(7): e1003149. doi:10.1371/journal.pcbi.1003149
6. Montori VM, Swiontkowski MF, Cook DJ. (2003) Methodologic issues in systematic reviews and meta-analyses. *Clinical Orthopaedics & Related Research*, (413): 43–54.
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
8. Norman, G. (2010). Likert scales, levels of measurement and the “laws” of statistics. *Advances in health sciences education*, 15(5), 625-632.
9. Siddiqui, K. (2013). Heuristics for sample size determination in multivariate statistical techniques. *World Applied Sciences Journal*, 27 (2), 285-287.
10. Field A. *Discovering Statistics Using IBM SPSS Statistics*. Sage Publications, 4th ed., 2014. 1079 p.
11. Hair J. F., Black B., Babin B., Anderson R. E., Tatham R. L. *Multivariate Data Analysis*. Pearson Education, 2018, 832

**b. Quantitative tools for empirical research**

Healey, Joseph. *Statistics: A Tool for Social Research*. (any edition).

**Additional Readings for Part b):**

1. Babbie, Earl. *The Practice of Social Research*. (Economics Faculty library).
2. Keller, Gerald. *Statistics for Management and Economics*. (Economics Faculty Library)
3. McClane, James. *A First Course in Business Statistics*. (Economics Faculty Library)
4. Swift, Louise. *Mathematics and Statistics for Business, Management and Finance*. (Economics Faculty Library)

**c. Qualitative tools for empirical research**

***For classes on research methodology:***

1. Arbnor I., & Bjerke B. (2009). *Methodology for Creating Business Knowledge*, 3rd edition. London: Sage Publications, Inc. (Chapters 1: The Language of Methodology, p. 3-21; Chapter 2: The act of Creating Knowledge, p. 22-46; Chapter 3: To become a Knowledge Creator, p. 47-78; Chapter 4: The Analytical View, p. 81-101; Chapter 5: The Systems View, p. 102-130; Chapter 6: The Actors View, p. 131-170)
2. Arbnor I., & Bjerke B. (1997). *Methodology for Creating Business Knowledge*, 2nd edition. London: Sage Publications, Inc. (Chapters 2: Social Science Paradigms)
3. Lincoln, Yvonna S., Lynham, Susan A., Guba, Egon G. (2011). Paradigmatic controversies, contradictions, and emerging confluences, revisited. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172.
4. Kapoulas, A., & Mitic, M. (2012). Understanding challenges of qualitative research: rhetorical issues and reality traps. *Qualitative Market Research: An International*

***For classes on qualitative research methods:***

1. Hopf, C. (2004). Qualitative Interviews: An Overview. In U. Flick, E. von Kardorff, & I. Steinke (Eds.), *A companion to qualitative research* (pp. 203–208). London, Thousand Oaks, Calif.: Sage Publications.
2. Hermanns, H. (2004). Interviewing as an Activity. In U. Flick, E. von Kardorff, & I. Steinke (Eds.), *A companion to qualitative research* (pp. 209–213). London, Thousand Oaks, Calif.: Sage Publications.
3. Milena, Z. R., Dainora, G., & Alin, S. (2008). Qualitative research methods: A comparison between focus-group and in-depth interview. *Annals of Faculty of Economics*, 4(1), 1279–1284.
4. Flyvbjerg, Bent (2011). Case study. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172
5. Angrosino, Michael & Rosenberg, Judith (2011). Observations on observation: continuities and challenges. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172
6. Charmaz, Kathy (2011). Grounded theory methods in social justice research. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172
7. Hamera, Judith (2011). Performance ethnography. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172
8. Boddy, C. R. (2016). Sample size for qualitative research. *Qualitative Market Research: An International Journal*, 19(4), 426–432. <https://doi.org/10.1108/QMR-06-2016-0053>

***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)
2. Peräkylä, Anssi & Ruusuvuori, Johanna (2011). Analyzing talk and text. In: *The Sage handbook of qualitative research*. Denzin, Norman K., Lincoln, Yvonna S. (eds). Thousand Oaks Calif.: Sage, 766 p. ISBN: 9781412974172
3. Shenton, A. K. (2004). Strategies for ensuring trustworthiness in qualitative research projects, 22, 63–75.
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)
5. Crescentini, A., & Mainardi, G. (2009). Qualitative research articles: guidelines, suggestions and needs. *Journal of Workplace Learning*, 21(5), 431–439. <https://doi.org/10.1108/13665620910966820>

Consulting lecturer's name, last name	Scientific degree	Main publications in the field in the last 5 years
<b>Vytautas Dikčius</b>	Prof. dr.	Jakavonytė-Akstinienė, Agnė; Dikčius, Vytautas; Macijauskienė, Jūratė. Prognosis of treatment outcomes by cognitive and physical scales // Open medicine. Warsaw : De Gruyter. eISSN 2391-5463. 2018, vol. 13, iss. 1, p. 74-82. (Research article). DOI: 10.1515/med-2018-0011.
		Dikčius, Vytautas; Pikturienė, Indrė; Šeimienė, Eleonora; Pakalniškienė, Vilmantė; Kavaliauskė, Monika; Reardon, James. Who convinces whom? Parent and child perceptions of children's engagement in parental purchase decisions // Journal of promotion management. Philadelphia : Taylor & Francis. ISSN 1049-6491. eISSN 1540-7594. 2018, p. [1-18]. DOI: 10.1080/10496491.2018.1443306.
		Pikturienė, Indrė; Dikčius, Vytautas. Factors of adolescents' purchase decision independence for family and personal usage durables // 9th EMAC regional conference : marketing challenges, innovations and trends in emerging markets : conference book. Prague : Oeconomica Publishing House, 2018. ISBN 9788024522791. p. 45.

Consulting lecturer's name, last name	Scientific degree	Main publications in the field in the last 5 years
<b>Virginijus Tamaševičius</b>	Doc. dr.	Diskienė, Danuta; Tamaševičius, Virginijus; Kalvaitytė, Agnė. Managerial roles in SMEs and their effect on perceived managerial effectiveness in Lithuania // Organizations and markets in emerging economies. Vilnius : Vilniaus universiteto leidykla. ISSN 2029-4581. eISSN 2345-0037. 2018, Vol. 9, no 1, p. 41-61. DOI: 10.15388/omee.2018.10.00003.
		Tamaševičius, Virginijus. Tyrimų metodai: mokomoji knyga. Vilniaus : Vilniaus universiteto leidykla, 2015. 134 p. ISBN 9786094594946.
		Tamaševičius, Virginijus. Žinių valdymo metodologija: dialektinis požiūris į žinių plėtojimo procesą = The methodology of knowledge management: dialectical approach to the knowledge management process // Informacijos mokslai. Vilnius : Vilniaus universiteto Komunikacijos fakultetas. ISSN 1392-0561. 2015, T. 71, p. 97-114. Prieiga per internetą: < <a href="http://www.zurnalai.vu.lt/informacijos-mokslai/article/view/8335/6207">http://www.zurnalai.vu.lt/informacijos-mokslai/article/view/8335/6207</a> >.

Consulting lecturer's name, last name	Scientific degree	Main publications in the field in the last 5 years
		Stavytsky, Andriy; Kharlamova, Ganna; Giedraitis, Vincentas Rolandas; Šumskis, Vaidotas. Estimating the interrelation between energy security and macroeconomic factors in European countries // Journal of international studies. Szczecin : Centre of Sociological Research. ISSN 2071-8330. eISSN 2306-3483. 2018, vol. 11, iss. 3, p. 217-238. Prieiga per internetą: < <a href="http://www.jois.eu/?458,en_estimating-the-interrelation-between-energy-security-and-">http://www.jois.eu/?458,en_estimating-the-interrelation-between-energy-security-and-</a>

<p style="text-align: center;"><b>Vincentas Giedraitis</b></p>	<p style="text-align: center;">Prof. dr.</p>	<p>macroeconomic-factors-in-european-countries&gt;.  Al Khuja, Hateem; Adomaitienė, Roma; Giedraitis, Vincentas Rolandas. The influence of neuro-linguistic programming (NLP) awareness and practices on the individual work performance of Lithuanian students // European journal of business and social sciences. Zurich : European society of business and social sciences. ISSN 2235-767X. 2016, Vol. 5, no 9, p. 49-66. Prieiga per internetą: &lt;<a href="http://www.ejbss.com/Data/Sites/1/volumeno09december2016/ejbss-1827-16-theinfluenceofneuro-linguisticprogramming.pdf">http://www.ejbss.com/Data/Sites/1/volumeno09december2016/ejbss-1827-16-theinfluenceofneuro-linguisticprogramming.pdf</a>&gt;.</p>
		<p>Jorgenson, Andrew; Longhofer, Wesley; Grant, Don; Sie, Amanda; Giedraitis, Vincentas Rolandas. 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.</p>

*Considered and approved by Vilnius University Management doctoral studies committee on the 7th of February, 2020, protocol No. 210000-KP-8 (2020-02-14)*