

# 研究方法

## Research Methods

Instructor: 許裴舫 Hsu, Pei-Fang  
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TA:

Time: 9:00 AM - 12:00 PM, Thursday  
Classroom: TSMC Room 406  
Email:

### Course Overview

The goal of this course is to provide students with an introduction to research processes. We will introduce fundamental elements of scientific research to help students execute their theses. Using good journal papers as examples, we will illustrate research methods such as survey, experiment, qualitative analysis that are frequently used in management area. In the end of the semester, students will be able to

1. Acquire skills to locate researchable questions in business;
2. Conduct research to solve the identified questions;
3. Get conversant with the use of statistical analysis;
4. Develop skills to discriminate “good” from “bad” research.

It is hoped that students will find research to be interesting and of practical use.

### Textbook

Uma Sekaran, Research Methods for Business: A Skill Building Approach, 7<sup>th</sup> edition, John Wiley & Sons Inc. (滄海書局代理)

### Reference

Hair, Anderson, Tatham, and Black, Multivariate Data Analysis, 5<sup>th</sup> edition, Printice Hall

### Grading

#### (Individual)

Class Participation	25%
Final Exam	25%

#### (Group)

Research Proposal	25%
Presentations	25%

(Peer evaluation will be used in the end of the semester.)

### Final Project (Research Proposal)

Please form a group of four members. Choose a topic related to Service Science by your team members, and the topic needs to be approved by the instructor. Your team need to present the following elements during the semester, including (1) research questions, (2) literature review, (3) research model and hypotheses, (4) methodology, (5) data analysis, (6) results and conclusion. In the end of the semester, your team need to turn in your research report in word file format.

## Outline

	Date	Topics	Assignment	Assignments Due
1	9/12	Course Logistics, Introduction to Research (Ch1)		(Group list)
2	9/19	Scientific Investigation & Research Processes (Ch2)	Identify a question	
3	9/26	Problem Definition & Literature Review (Ch3)	Find Best Journals (SS, IS, Marketing)	Research Question Presentation (Individual)
4	10/3	Literature Review (Ch4)	Literature Review	Best Journals Presentation (Group)
5	10/10	No class (National Holiday)		
6	10/17	Theoretical Framework, and Hypotheses (Ch5)		Literature Review (Individual)
7	10/24	EndNote		
8	10/31	Research Design (Ch6, Ch7)		Model Presentation (Individual)
9	11/7	Research Design (Ch10, 16) experiment, qualitative		Research Methods Presentation: Experiment (Group) Qualitative (Group)
10	11/14	Questionnaire, Variable Measurement and data collection (Ch9, 11, 12, 13)		Research Proposal (Individual)
11	11/21	Data Analysis (Ch14), SPSS		Research Proposal (Individual)
12	11/28	Data Analysis (Ch15), SmartPLS		Research Proposal (Individual)
13	12/5	Data Analysis, Moderation & Mediation effects  Research Report (Ch17)		Research Proposal (Individual)
14	12/12	Final Exam		
15	12/19			Research Report (Individual)
16	12/26			Research Report (Individual)
17	1/2			Research Report (Individual)
18	1/9			Research Report (Individual)