研究方法 Research Methods

Instructor: 許裝舫 Hsu, Pei-Fang Time: 1:20 PM - 4:20 PM, Friday Email:pfhsu@mx.nthu.edu.tw Classroom: TSMC Room 430

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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

Roger Bougie & Uma Sekaran, Research Methods for Business: A Skill Building Approach, 8th edition, John Wiley & Sons Inc. (滄海書局代理)

Reference

Hair, Anderson, Tatham, and Black, *Multivariate Data Analysis*, 5th edition, Printice Hall

Earl Babbie, The Practice of Social Research, 13th edition

Grading

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(Inc	liv	idu	al)

Class Participation 25% Final Exam 25%

(Group)

Research Proposal 25% Weekly Presentations 25%

Final Project (Research Proposal)

Please form a group of 4~5 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 PPT and word file formats

^{**(}Peer evaluation will be used in the end of the semester.)

Outline

Date Topics	4				
Introduction to Research (Ch1)		Date		Assignment	Assignments Due
Introduction to Research (Ch1)	1	2/17	Course Logistics,		Submit (Group) List
3 3/3 Scientific Investigation & Research Processes (Ch2) Problem Definition (Ch3 4) Find Best Journals (SS, MIS, Marketing, Mgmt) Find Best Journals (SS, MIS, Marketing, Mgmt) Presentation					
Research Processes (Ch2) 4 3/10 Problem Definition (Ch3 4) Find Best Journals (SS, MIS, Marketing, Mgmt) 5 3/17 Literature Review_search Literature Review Best Journals Presentation 6 3/24 Literature Review_write (Ch5) Appendix (APA format) 7 3/31 Theoretical Framework, and Hypotheses (Ch6) 8 4/7 Word file_Literature review 8 4/7 Word file_Literature review 9 4/14 Research Design (Ch7) 10 4/21 Experiment (Ch11) 11 4/28 Questionnaire (Ch10) 12 5/5 Qualitative (Ch17) Sampling (Ch14) 13 5/12 Data Analysis (Ch15 16), SPSS 14 5/19 Data Analysis (Ch15 16), SPSS 15 5/26 Data Analysis (Ch15 16), SPSS 15 5/26 Data Analysis (SmartPLS, Moderation & Mediation effects); Data-mining methods; Research Proposal update (P) 16 6/2 Final Exam 17 6/9 Research Presentation Presentation Research Question Presentation Research Question Presentation Presentation Literature Review Word file_Literature review Word file_Literature review Word file_Literature review Word file_Literature review Presentation (P) Research Methods Presentation: Experiment (P) Research Methods Presentation: Survey (P) Research Proposal (P) Research Proposal (P) Research Proposal update (P) Research Proposal update (P) Presentation: Qualitative (P) Research Proposal update (P) Research Proposal update (P) Presentation: Presentation Proposal update (P)	2	2/24		梅竹賽(停課)	
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SS, MIS, Marketing, Mgmt) Presentation			Research Processes (Ch2)		
Marketing, Mgmt)	4	3/10	Problem Definition (Ch3 4)	Find Best Journals	
Solution Solution					Presentation
Check Che					
Ch5 Appendix (APA format) review Present a best paper	5	3/17	Literature Review_ search	Literature Review	Best Journals Presentation
Theoretical Framework, and Hypotheses (Ch6)	6	3/24		Write literature	
Hypotheses (Ch6)				review	
8 4/7 Research Design (Ch7) Model & Hypotheses Presentation (P) 10 4/21 Experiment (Ch11) Research Methods Presentation: Experiment (P) 11 4/28 Questionnaire (Ch10) Research Methods Presentation: Survey (P) 12 5/5 Qualitative (Ch17) Presentation: Qualitative (P) Research Proposal (P) 13 5/12 Data Analysis (Ch15 16), SPSS 14 5/19 Data Analysis (Ch15 16), SPSS 15 5/26 Data Analysis (SmartPLS , Moderation & Mediation effects); Data-mining methods; Research Report (Ch18 19) 16 6/2 Final Exam 17 6/9 Research Presentation Powerpoint version	7	3/31	<u> </u>		Word file_Literature review
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