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ΜΕΘΟΔΟΛΟΓΙΑ ΤΗΣ
ΕΡΕΥΝΑΣ ΚΑΙ
ΕΚΠΟΝΗΣΗΣ ΕΡΓΑΣΙΩΝ

AIM OF THE COURSE



Understand the nature of business and management research in the theoretical context of various fields in business



Setting up research questions and drafting proposals for different types of applied projects



Objectives

- The objective of this course is to learn how to:
- Identify a research question within any field of business and management
- Define the required theoretical\background that will support the research proposal and review critically the existing literature
- Develop these research questions and/or hypotheses that will reflect the theoretical setting
- Identify and collect the right type of data
- Learn appropriate empirical techniques
- Write up and discuss results and making concluding remarks and further recommendations

Research: a magic word for a world of magic



What is not research:



Just collecting facts or info without any clear purpose



Reassembling facts without any interpretation



Use the word in order to make your ideas/product attractive

Research is magic when...

- Data are collected and interpreted systematically,
- There is a clear purpose
- Research is something that helps people to find out about things in a systematic way and thus increase their knowledge!!!

The nature of business and management research

- 3 things combine to make business and management a distinctive focus for research:
 1. Multidisciplinarity
 2. Furthers our understanding of real world complexities
 3. Final outcome can be commercially/personally advantageous
 4. Practical consequences

The research process

- Wish to do research
- Formulate and clarify your research topic
- Literature review
- Choice of research approach
- Ethical issues
- Plan data collection
- Data analysis
- Write report
- Presentation

WHAT DOES IT TAKE?

- Let's start with an idea!!!!
- The process of clarification may be time consuming and probably will take you to blind alleys! Do not get disappointed, just spend more time!

Generating and refining research ideas. Some generic techniques.

▶ Rational thinking

- ▶ Examine your own strengths and interests
- ▶ Looking at project titles
- ▶ Discussion
- ▶ Searching the literature

• Creative thinking

- Keeping a notebook of ideas
- Exploring personal preferences using past projects
- relevance trees
- brainstorming

From research ideas to research questions to research objectives

- Is not a straightforward matter
- Should be consistent with the standards expected of you
- Be aware of too easy or too difficult questions
- An example: start from a general focus research question and go a derivative focus question

Negotiating access and research ethics

- Ability to collect data will depend on gaining access to their source or to appropriate sources where there is a choice
- You need a strategy
- You need to be clear with what you are doing

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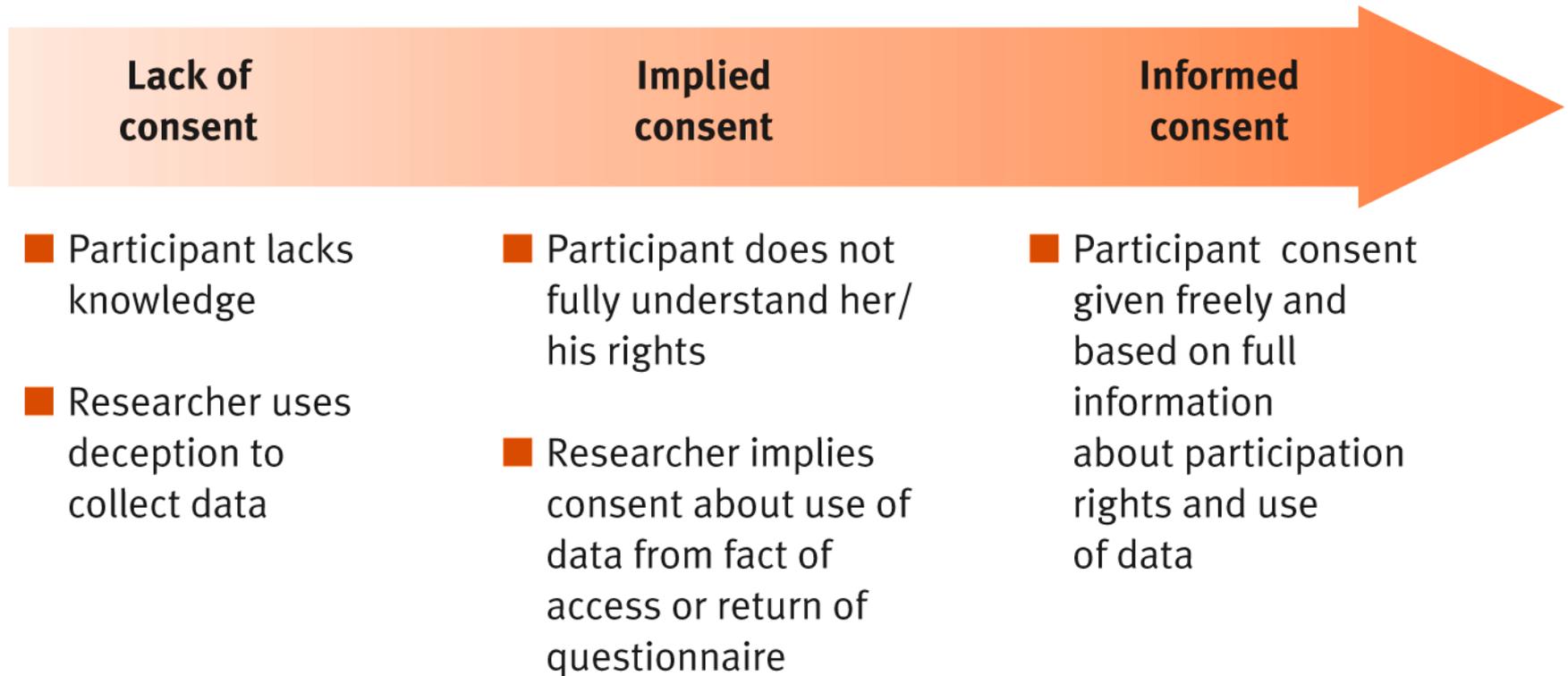


Figure 5.1 The nature of participant consent

CRITICALLY REVIEWING THE LITERATURE

Literature review

- Two major reasons for reviewing the literature:
 1. Generate and refine research ideas
 2. Critical review: demonstrate awareness of current state of knowledge in your subject:
- you need to establish what research has been published in your chosen area
- Try to identify an other research in progress
- This should enhance your subject knowledge and clarify your research questions

Literature review

- Literature review is usually an early activity with an ongoing nature
- Research questions- define parameters-generate and refine key words-start drafting review-redefine parameters generate and refine key words- update and revise draft- redefine parameters generate and refine key words- written critical review of the literature
- Remember that in the case of international business the process becomes more challenging due to the multidisciplinary nature of the subject

THE CRITICAL REVIEW

THE PURPOSE

- You must find out what other researchers have found out in the area you are researching
- Two approaches as background of your reading the literature
 1. **Deductive approach:** in which you develop a theoretical or conceptual framework, which you subsequently test using data.
 2. **Inductive approach:** where you plan to explore your data and develop theories from them that you will subsequently relate to the literature

The content of critical review

- Include key academic theories within your chosen area
- Your knowledge of your chosen area is up to date
- Your research relates to previous published research
- Assess the weakness and strengths of previous work
- Justify your arguments by referencing previous research
- Through clear referencing, enable those reading your project report to find the original work you cite.
 - *AVOID CHARGES OF PLAGIARISM*

Structure of critical review

- Within your critical review you need to juxtapose different authors' ideas and form your own opinions and conclusions based on them.
- A common mistake with critical reviews is that they become uncritical listings of previous research

Checklist of evaluating your literature review (LR)

- Start from a more general level before narrowing down
- Relate LR to your research questions and objectives
- Cover key theories of recognized experts in the area
- Cover key literature or at least a representative sample
- Do you provide fresh insights?
- Is LR updated?
- Are you objective in assessing other people work?
- Include references that are counter to your opinion
- Distinguish clearly between facts and opinions

Literature sources available

Primary- grey literature

- Includes: reports, theses, e-mails, conference reports company reports, government publications, unpublished manuscripts (mimeos)

Literature sources available

Secondary literature

- Includes: newspapers, books, academic/professional journals, books or monographs, internet, government publications

Literature sources available

Tertiary literature

- Includes: indexes, abstracts, catalogues, encyclopaedias, dictionaries, bibliographies, citation indexes

Planning the literature search (LS)

- Define the parameters of your search

Includes: language, subject area, business sector, geographical area, publication period, literature type

Common statement: There is nothing written on my research topic : probably the definition of parameters was too narrow!!!

Obtaining and evaluating the literature

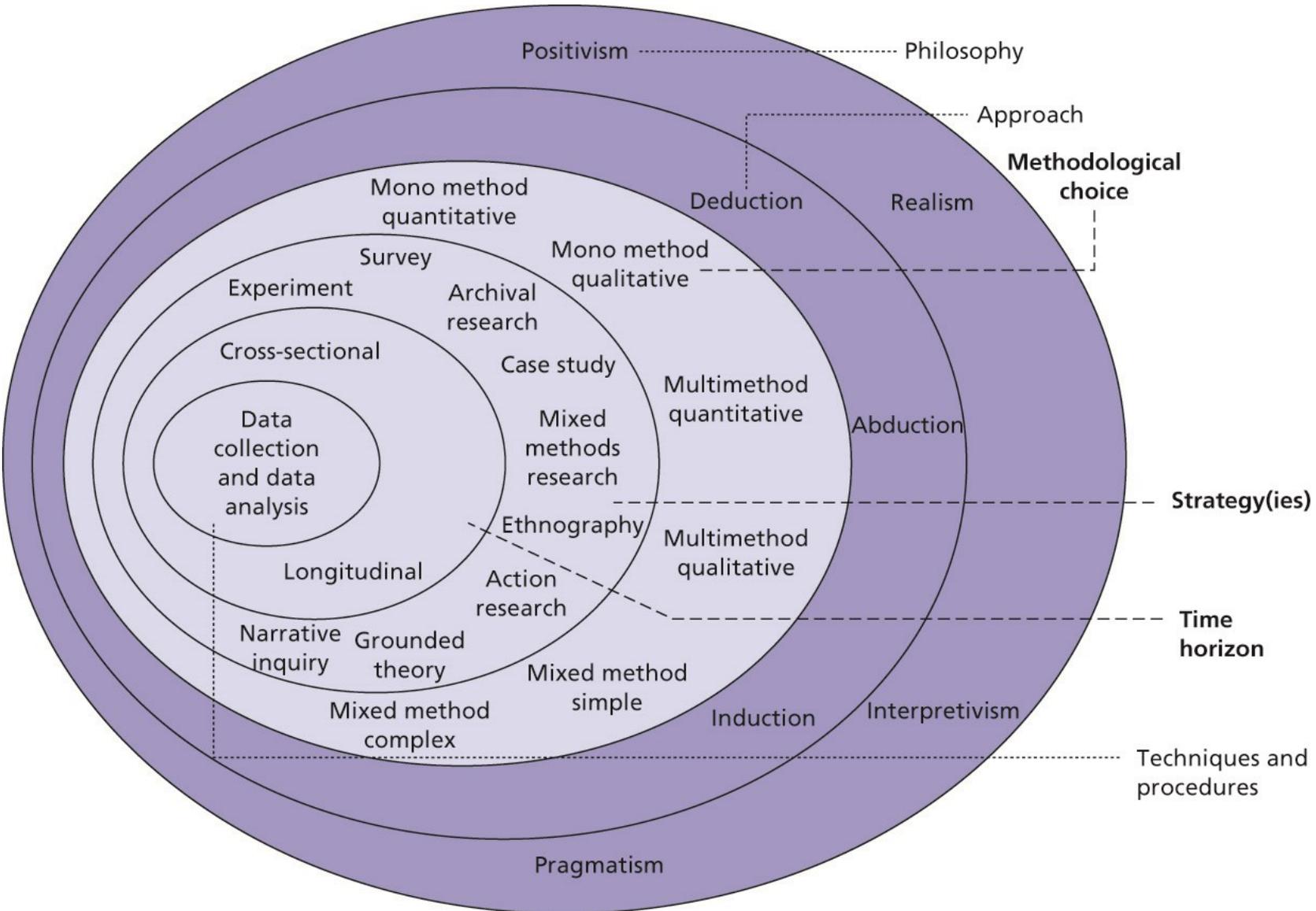
- Two frequently asked questions:
 1. How do I know what I am reading is relevant?
 2. How do I know when I' ve read enough?

Evaluating relevance

- The checklist:
 1. How recent is the item?
 2. Has it been superseded?
 3. Is it marginal?
 4. Do other people refer to it?
 5. Does it support or contradict your arguments?
 6. Is it biased?
 7. Are there methodological omissions?
 8. Is the precision sufficient?

Figure 4.1 The research 'onion'

Source: © Mark Saunders, Philip Lewis and Adrian Thornhill 2006



DATA SOURCES

- Data retrieved first-hand is known as primary data, but data retrieved from preexisting sources is known as secondary data.
- **Primary Data Collection**
- Primary data sources include information collected and processed directly by the researcher, such as observations, surveys, interviews, and focus groups.
- **Secondary Data Collection**
- Secondary data sources include information retrieved through preexisting sources: research articles, Internet or library searches, etc. Preexisting data may also include records and data already within the program: publications and training materials, financial records, student/client data, performance reviews of staff, etc.
- Source: <https://cyfar.org/data-sources>

Primary Data Source Facts	Secondary Data Source Facts
<ul style="list-style-type: none"> •Data collected by the evaluator using methods such as observations, surveys, or interviews 	<ul style="list-style-type: none"> •Provides information if existing data on a topic or project is not current or directly applicable to the chosen evaluation questions
<ul style="list-style-type: none"> •Can be more expensive and time-consuming, but it allows for more targeted data collection 	<ul style="list-style-type: none"> •Information that has already been collected, processed, and reported by another researcher or entity
<ul style="list-style-type: none"> •Offers an opportunity to review any and all secondary data available before collecting primary data (saving time) 	<ul style="list-style-type: none"> •Will reveal which questions still need to be addressed and what data has yet to be collected

Source: <https://cyfar.org/data-sources>

Qualitative versus quantitative research

- Distinction based on kind of information used.
- Both are useful in business science depending on the question one is interested in.

explorative	descriptive	explanatory	Predictive
Qualitative			
Quantitative			

DEFINITION of Qualitative Research (QR)

QR is generally defined as research that utilises open-ended interviewing to explore and understand the attitudes, opinions, feelings and behaviours as it occurs naturally of individuals or a group of individuals

Source: C. Priporas, Presentation for Middlesex University PhD programme (15 November 2017)

CHARACTERISTICS of QR

- **Philosophical perspective:** Predominantly subjective
- **RQs:** Why , how
- **Theory and Data:** Inductive
- **R. Purpose:** Discovery, exploration
- **R. Focus:** Meaning of specific situation
- **R. Aims:** Understanding situation in depth,
Generating theory through propositions

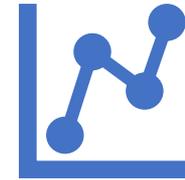
- **Source:** C. Priporas, Presentation for Middlesex University PhD programme (15 November 2017)

Quantitative data

- Questionnaires
- Statistical databases e.g
OECD, World bank, FAME,
Orbis
- Various levels i.e. individual,
firm, country

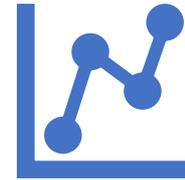
Qualitative data

- Nonnumerical data examined for patterns and meanings
- Often described as being more “rich” than quantitative data
- Is gathered and analyzed by an individual; can be more subjective
- Can be collected through observation techniques, focus groups, interviews, case studies, etc.
- Source: <https://cyfar.org/quantitative-or-qualitative-approaches>



Mixed Methods

- Collecting both quantitative and qualitative data from the same population
 - May explain unexpected results obtained using only one approach (quantitative or qualitative)
 - Helps capture both process and outcome results
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- Source: <https://cyfar.org/quantitative-or-qualitative-approaches>





Ευχαριστώ και
καλή επιτυχία!!!