



Research Methodology

for PhD students and selected master students

Winter term 2020/21

Instructor: Martin Eisend

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Tuesday, 10 am – 4 pm (subject to change)

Room: HG 217

Given the current development of the pandemic situation, we change to an online video conference format. Invitations to the video conference will be emailed to all enrolled students. Should the pandemic situation improve over the next weeks, we can still decide to meet at the University at a later point in time.

Schedule (*preliminary*)

03/11/2020	(Philosophy of) Science and Theory (Building)
10/11/2020	---
17/11/2020	Theory Testing
24/11/2020	Surveys and Experiments
01/12/2020	Presentations (Surveys)
08/12/2020	Presentations (Experiments); Generalizability and Research Ethics
15/12/2020	(Exam)

Target group

PhD students with an interest in quantitative research methods. The course will be offered as an R-module to selected master students who are in an advanced stage of their studies, have an interest in academic research, and/or plan to conduct an empirical study for their master thesis.

The number of course participants is limited. If you are interested in taking part in the course, an **application is required**. Please e-mail your application to the instructor (eisend@europa-uni.de) by **30/10/2020, 1 pm**. If you are a PhD student, the application needs to include your full name, e-mail, PhD topic and supervisor. If you are a master student, please forward a motivation letter that explains why you want to take part in the course along with your grade records.

Objectives

1. To familiarize students with the scientific foundations and practical applications of quantitative research designs and methods that are used in management and marketing research.
2. To enable students to develop their own research design.
3. To enable students to evaluate and interpret research designs and methods that are applied by peers (i.e., in journal publications).

Course Structure / Examination

The objective of the course will be achieved through class meetings and preparations at home. Students will follow the lecture and contribute to the lecture by presentations and discussions. Student who want to take the course for 6 credits, have to prepare two presentations and have to pass an exam (classroom exam). The final evaluation will consist of two parts: 50% presentations, 50% exam. Failure in either part cannot be compensated.

Please note: Policies regarding academic integrity must be followed. Any transgressions will be punished. You may discuss your work with other students and professors, but the final product must be your own. You cannot submit work in this class that you have submitted or intend to submit in another class. If issues of academic integrity arise in this class, please talk to the instructor immediately.

Literature

The course is oriented along the following textbook:

- Eisend M, Kuss A, 2019, Research Methodology in Marketing. Theory Development, Empirical Approaches and Philosophy of Science Considerations, Springer.

Further recommended readings are:

- De Vaus D, 2001, Research Design in Social Research, Sage.
- Hunt SD, 2010, Marketing Theory—Foundations, Controversy, Strategy, Resource—Advantage Theory, Sharpe.
- Jaccard J, Jacoby J, (2010, Theory Construction and Model-Building Skills—A Practical Guide for Social Scientists, Guilford.
- Kerlinger FN, Lee HB, 2000, Foundations of Behavioral Research, 4th ed, Wadsworth Publishing.
- Schurz G, 2014, Philosophy of Science. A Unified Approach, Routledge.
- Shadish WR, Cook TD, Campbell DT, 2002, Experimental and Quasi-Experimental Designs for Generalized Causal Inference, Houghton Mifflin.

Contact

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