

Foundations of Research

1. Objectives

This session is designed to serve as an opener of what research is about. Its purpose is to help you not to lose track of what you're here for: becoming an independent researcher.

2. Contents

This course consists of the following themes:

1. The research process.
2. The PhD program process.

3. Methodology

Discussion based on readings.

4. Grading

Based on class discussion quality and reader report.

5. Course outline

SESSION	DESCRIPTION	CASE/ACTIVITY
1	The research process	<p>Read:</p> <ul style="list-style-type: none"> Bailey, K.D. (1987) <i>Methods of Social Research</i>, NY: The Free Press, chapter 1. Locke, L.F., W.W. Spirduso, and S.J. Silverman (1993) <i>Proposals that Work. A Guide for Planning Dissertations and Grant Proposals</i>, Newbury Park, CA: Sage Publications: <ul style="list-style-type: none"> pp. 46-51: "Finding your question: What don't we know that matters?" pp.66-80: "Reviewing the literature: Finding it first." Bacharach, S.B. 1989. Organizational theories: Some criteria for evaluation. <i>Academy of Management Review</i>, 14: 496-515. <p>As you go through the readings think of the following issues: how do we get started with a research project? What kind of decisions do we have to make? How can we identify a good research question? How to read the literature? How to use the literature to write our own pieces? Why do we need theory? Which are the elements of a good theory? Please, do not feel constrained by these questions and identify other interesting issues yourself. Be ready to discuss them in class.</p> <p>Read:</p> <ul style="list-style-type: none"> Poppo L, Zenger T. 2002. Do formal contracts and relational governance function as substitutes or complements? <i>Strategic Management Journal</i>, 23: 707-725. <p>In relation to the paper by Poppo and Zenger (2002), write a critical assessment of the different aspects of its theory, research design, and methods (500 words max; send it by e-mail to avericat@iese.edu before class).</p>

2	The PhD program process	<p>Read:</p> <ul style="list-style-type: none"> • Sheppard, J.P., P.R. Nayyar, and C.E. Summer (2000) "Managing your doctoral program: A practical orientation," Production and Operations Management, 9, pp. 414-437. <p>By now, you should be scared (if you aren't, then I'll get scared myself!): not because I meant to scare you (far from my intention!) but because you're a bit more familiar with what research is all about... and that's scary! So, let's share our concerns...</p>
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6. Competences

General competences:

CG3: Conduct a critical analysis, evaluation and synthesis of new and complex ideas with the objective to produce general principles applicable to business situations.

Specific competences:

CE1: Understand the concepts of social and human sciences relevant and necessary to carry out research projects of international level in the area of business management.

CE7: Ability to articulate research questions that could extend our understanding of the field, and design a research program to answer them.

CE18: Develop a scientific / technical report or research work with the objective to inform the scientific community on the contribution of the research conducted, making use of adequate information technology for both acquisition and dissemination of research results.