

Study Guide & Detailed Schedule

Scientific Methods in Business Research (2FE861)

Fall term 2022

Course director

James Sallis (JS)
james.sallis@fek.uu.se

Course instructors

| | |
|--------------------------------|----------------------------|
| Roland Almqvist (RA) | Stylianos Papaioannou (SP) |
| Henrik Dellestrand (HD) | Alice Schmuck (AS) |
| Christine Holmström Lind (CHL) | Linda Wedlin (LW) |

Student teams in workshop groups

Students will form their own *teams* of four students. Your team is part of a workshop *group* (A, B, C, D, E, F, G, or H), which meet at the following times (see schedule for dates).

Group A, 09:15-11:00; Group B, 11:15-13:00; Group C, 13:15-15:00, Group D, 15:15-17:00
Group E, 09:15-11:00; Group F, 11:15-13:00; Group G, 13:15-15:00, Group H, 15:15-17:00

You will receive instructions about forming teams about one week before the class starts. We strongly recommend that you form a team with students in your specialization.

Lectures

The lectures are live in the classroom.

Seven Workshops with seven assignments

The workshops will take place on ZOOM. This worked exceptionally well during Covid and was highly recommended by the students and teachers. During the workshop, the teacher will assist you in completing the assignment. You receive feedback during the workshop on how well you are doing.

Workshop groups A, B, C, & D

<https://uu-se.zoom.us/j/62120323105>Links to an external site.

Passcode: Workshop

Workshop groups E, F, G & H

<https://uu-se.zoom.us/j/62695139824>Links to an external site.

Passcode: Workshop

Missing workshops/assignments

The workshops are obligatory. If for some reason you miss one, your priority is that you communicate with your team so that you do not freeload. If you miss more than one workshop I will assign extra work and I will consult with your team.

Online support clips

On the course homepage, there are several skills videos that students should view before the relevant workshop. This includes commercially produced YouTube clips on using the QDA Miner Lite Software, and clips produced for the course on using SPSS.

Assessment

Each student will receive one single grade of Fail, Pass, or Pass with Distinction, equivalent to 7.5 credits.

Students will be assessed individually and in teams. The examination consists of:

- Mandatory team assignments (pass or fail)
- Individual multiple choice exam done in the Inspira platform. It is the multiple choice exam that will determine the grade of Fail, Pass, or Pass with Distinction

Course literature

All literature is supplied on the course Studium page or can be downloaded from the library.

- Aguinis, H., Hill, N. S. and Bailey, J. R. (2019), "Best Practices in Data Collection and Preparation: Recommendations for Reviewers, Editors, and Authors", *Organizational Research Methods*, pp. 1-16.
- Bell, E., Bryman, A., Bryman, A. and Harley, B. (2019), *Business Research Methods* (Fifth ed.), Oxford University Press, Oxford.
- Gioia, D. A., Corley, K. G. and Hamilton, A. L. (2013), "Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia Methodology", *Organizational research methods*, Vol. 16 No. 1, pp. 15-31.
- Rennstam, J., Wästerfors, D. and Ehnsjö, R. (2018), *Analyze: Crafting Your Data in Qualitative Research* (First ed.), Studentlitteratur, Lund.
- Roberto, M. A. (2002), "Lessons from Everest: The Interaction of Cognitive Bias, Psychological Safety, and System Complexity", *California Management Review*, Vol. 45 No. 1, pp. 136-158.
- Sallis, J. E., Gripsrud, G., Olsson, U. H. and Silkoset, R. (2021), *Research Methods and Data Analysis for Business Decisions: A Primer Using SPSS* (1st ed.), Springer International Publishing, Cham, Switzerland.
- Tsoukas, H. and Chia, R. (2011), Introduction: Why Philosophy Matters to Organization Theory. In R. Chia, H. Tsoukas, and M. Lounsbury (Eds.), *Philosophy and Organization Theory*, Vol. 32, Emerald Group Publishing Limited, Bingley.
- Van de Ven, A. H. (2007), *Engaged Scholarship: A Guide for Organizational and Social Research*, Oxford University Press, Oxford.

Condensed schedule

For the workshops, check Time Edit for specific workshop group time.

| Wk. | Date | Time | Place | Ins. | Reading | Description L=Lecture, W=Workshop |
|-----|-------|-------------|-------|------|--|--|
| 44 | 03.11 | 10:15-12:00 | H3 | JS | VDV 1&2 T&C (2011) Sallis et al. (2021) 1 | L1: Course introduction & philosophy of science |
| | 03.11 | 13:15-15:00 | H4 | LW | VDV 1&3 B&B Ch3 | L2: Research question and design |
| | 04.11 | see group | | | Everest case | W1: Research question |
| | 05.11 | | | | | <i>Upload assignment 1 by 20:00</i> |
| 45 | 08.11 | 15:15-17:00 | H3 | LW | R&W Ch1 Gioia et al. | L3: Data collection and ethical considerations |
| | 11.11 | see group | | | | W2: Research design |
| | 12.11 | | | | | <i>Upload assignment 2 by 20:00</i> |
| 46 | 15.11 | 10:15-12:00 | H3 | LW | Gioia et al. | L4: Coding strategies and analysis of qualitative data |
| | 17.11 | see group | | | | W3: Coding and analyzing data |
| | 18.11 | | | | | <i>Upload assignment 3 by 20:00</i> |
| 47 | 22.11 | 08:15-10:00 | H3 | LW | Gioia et al. | L5: Analyzing, structuring and presenting qualitative work |
| | 24.11 | see group | | | | W4: Research presentation |
| | 25.11 | | | | | <i>Upload Activate SPSS by 20:00</i> |
| | 26.11 | | | | | <i>Upload assignment 4 by 20:00</i> |
| 48 | 29.11 | 10:15-12:00 | H3 | HD | Aguinis et al Sallis et al. (2021) 8 & 9.3 | L6: Getting to know your quantitative data |
| | 1.12 | see group | | | | W5: Examining your data, correlations & t-tests <i>Upload assignment 5 by 20:00</i> |
| 49 | 5.12 | 13:15-15:00 | H3 | HD | Sallis et al. (2021) 12, 8.6 & 6 | L7: Exploratory factor analysis, validity, reliability & questionnaires |
| | 09.12 | see group | | | | W6: EFA, validity and reliability <i>Upload assignment 6 by 20:00</i> |
| 50 | 12.12 | 12:15-14:00 | H3 | HD | Sallis et al. (2021) 10 | L8: Dependency techniques – regression analysis |
| | 14.12 | 08:15-10:00 | H4 | JS | | L9: Course summary |
| | 15.12 | see group | | | | W7: Regression analysis <i>Upload assignment 7 by 20:00</i> |
| 2 | 1.11 | 14:00-16:00 | | | | Final Exam |
| 7 | | | | | | Final Exam - retake |

Detailed schedule

For assignment delivery deadlines see Studium

WEEK 44

Lecture 1: November 3

Lecturer: James Sallis

Topic: Course introduction & philosophy of science

Literature: Van de Ven (2007), Ch. 1-2
Tsoukas and Chia (2011)
Sallis et al. (2021), Ch. 1

Lecture 2: November 3

Lecturer: Linda Wedlin

Topic: Defining the research question and choosing a research design

Literature: Van de Ven (2007), Ch. 1 & 3
Bryman and Bell (2019), Ch. 3 excerpt, pp. 61-76.

Workshop 1: November 4

Topic: Defining the research question

| | | |
|-------------|--------------------------|-----------------------|
| 9:15-11:00 | Group A (S. Papaioannou) | Group E (R. Almqvist) |
| 11:15-13:00 | Group B (S. Papaioannou) | Group F (R. Almqvist) |
| 13:15-15:00 | Group C (S. Papaioannou) | Group G (R. Almqvist) |
| 15:15-17:00 | Group D (S. Papaioannou) | Group H (R. Almqvist) |

WEEK 45

Lecture 3: November 8

Lecturer: Linda Wedlin

Topic: Data collection and ethical considerations

Literature: Rennstam et al. (2018), Ch. 1 excerpt pp. 9-23.
Gioia, Corley & Hamilton (2013)

Workshop 2: November 11

Topic: Choosing the research design

| | | |
|-------------|----------------------|-----------------------|
| 9:15-11:00 | Group A (A. Schmuck) | Group E (R. Almqvist) |
| 11:15-13:00 | Group B (A. Schmuck) | Group F (R. Almqvist) |
| 13:15-15:00 | Group C (A. Schmuck) | Group G (R. Almqvist) |
| 15:15-17:00 | Group D (A. Schmuck) | Group H (R. Almqvist) |

WEEK 46

Lecture 4: November 15

Lecturer: Linda Wedlin

Topic: Coding strategies and analysis of qualitative data

Literature: Gioia, Corley & Hamilton (2013)

Workshop 3: November 17

Topic: Coding strategies and analyzing qualitative data

| | | |
|-------------|--------------------------|-----------------------|
| 9:15-11:00 | Group A (S. Papaioannou) | Group E (R. Almqvist) |
| 11:15-13:00 | Group B (S. Papaioannou) | Group F (R. Almqvist) |
| 13:15-15:00 | Group C (S. Papaioannou) | Group G (R. Almqvist) |
| 15:15-17:00 | Group D (S. Papaioannou) | Group H (R. Almqvist) |

WEEK 47

Lecture 5: November 22

Lecturer: Linda Wedlin

Topic: Analyzing, structuring and presenting qualitative work

Literature: Gioia, Corley & Hamilton (2013)

Workshop 4: November 24

Topic: Research presentation

| | | |
|-------------|--------------------------|-----------------------|
| 9:15-11:00 | Group A (S. Papaioannou) | Group E (R. Almqvist) |
| 11:15-13:00 | Group B (S. Papaioannou) | Group F (R. Almqvist) |
| 13:15-15:00 | Group C (S. Papaioannou) | Group G (R. Almqvist) |
| 15:15-17:00 | Group D (S. Papaioannou) | Group H (R. Almqvist) |

WEEK 48

Lecture 6: November 29

Lecturer: Henrik Dellestrand

Topic: Getting to know your data, correlations, and t-tests

Literature: Aguinis et al. (2019)

Pallant (2020), Ch. 5-8, 11 & 17

Sallis et al. (2021), Ch. 8-9

Workshop 5: December 1

Topic: Getting to know your data, running correlations, and t-tests

| | | |
|-------------|-----------------------------|--------------------------|
| 9:15-11:00 | Group A (C. Holmström-Lind) | Group E (H. Dellestrand) |
| 11:15-13:00 | Group B (J. Sallis) | Group F (H. Dellestrand) |
| 13:15-15:00 | Group C (C. Holmström-Lind) | Group G (J. Sallis) |
| 15:15-17:00 | Group D (C. Holmström-Lind) | Group H (H. Dellestrand) |

WEEK 49

Lecture 7: December 5

Lecturer: Henrik Dellestrand

Topic: Exploratory factor analysis, validity, reliability, and questionnaires

Literature: Pallant (2020), Ch. 9 & 15
Sallis et al. (2021), Ch. 6 & 12.

Workshop 6: December 9

Topic: Exploratory factor analysis, validity, and reliability

| | | |
|-------------|-----------------------------|--------------------------|
| 9:15-11:00 | Group A (J. Sallis) | Group E (H. Dellestrand) |
| 11:15-13:00 | Group B (J. Sallis) | Group F (H. Dellestrand) |
| 13:15-15:00 | Group C (J. Sallis) | Group G (H. Dellestrand) |
| 15:15-17:00 | Group D (C. Holmström-Lind) | Group H (H. Dellestrand) |

WEEK 50

Lecture 8: December 12

Lecturer: Henrik Dellestrand

Topic: Dependency techniques - regression analysis

Literature: Pallant Ch. 13
Sallis et al. (2021), Ch. 10

Lecture 9: December 14

Lecturer: James Sallis

Topic: Summary and Exam Preparation

Workshop 7: December 15

Topic: Regression analysis

| | | |
|-------------|-----------------------------|--------------------------|
| 9:15-11:00 | Group A (J. Sallis) | Group E (H. Dellestrand) |
| 11:15-13:00 | Group B (J. Sallis) | Group F (H. Dellestrand) |
| 13:15-15:00 | Group C (J. Sallis) | Group G (H. Dellestrand) |
| 15:15-17:00 | Group D (C. Holmström-Lind) | Group H (H. Dellestrand) |

WEEK 2

FINAL EXAM

January 11

WEEK 7

FINAL EXAM - Retake