



Syllabus Attività Formativa Dottorato di Ricerca

Anno Offerta	a.a. 2024/2025 – 40° CICLO
Corso di Studio	Dottorato di Ricerca in Management
Insegnamento/Modulo	Research Project Design
Periodo Didattico	Term 1 - September / December 2024
Anno Corso	2024
Settore	Management
CFU	4
Ore Attività Frontali	20

Tipo Testo	Testo in Italiano/Inglese			
OBIETTIVI/LEARNING GOALS	<p>This course has the objective to introduce the students to the research methods in the management field. To reach this goal, the course intends to discuss the aims of the research in management and analyze the process leading to a research proposal for a doctoral dissertation. The different elements of a research proposal (formulation of a research problem, theory building, research design) and their interplay will be discussed.</p>			
RISULTATI DI APPRENDIMENTO ATTESI/ INTENDED LEARNING OUTCOMES	<p>Conoscenza e comprensione/ knowledge and understanding: Upon completing this course, students should be able to:</p> <ol style="list-style-type: none">(1) understand the research process(2) how to write a research proposal(3) discern the different types and alternative research designs <p>Capacità di applicare conoscenza e comprensione/ applying knowledge and understanding: Ability to develop a framework for the research proposal</p> <p>Autonomia di giudizio/ making judgements: Making autonomous decisions on different steps of the research process</p> <p>Abilità comunicative/ communication skills: Presenting research work, papers, research proposal</p> <p>Capacità di apprendimento/ learning skills: Learning how to read papers, build theories evaluating research designs</p>			
Prerequisiti / Entry Requirements				
Contenuti Del Corso / Course Content	<p>TIMETABLE</p> <table><tr><td>Session I</td><td>4 novembre 2024 – ore 9.00 – 12.00</td><td>Course introduction</td></tr></table> <ul style="list-style-type: none">• Course introduction• What's research in Management about?• What makes management research interesting (and relevant)?• Rigor and relevance• The relationship between academics and practitioners• How to develop a research proposal• General criteria to evaluate a research proposal <p>Readings</p> <ul style="list-style-type: none">• *Van De Ven, A. H. 2007. Engaged Scholarship. A guide for Organizational and Social Research, Ch.1• *Bartunek J.M., Rynes S. L., Ireland R. D. 2006. What Makes Management Research Interesting, and Why Does It Matter?. Academy of Management Journal, 49: 9-15	Session I	4 novembre 2024 – ore 9.00 – 12.00	Course introduction
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- Davis M. 1971. That's Interesting! Towards a Phenomenology of Sociology and a Sociology of Phenomenology. *Philosophy of the Social Sciences*, 1: 309-344.
- McGahan, A. M. 2007. Academic research that matters to managers: On zebras, dogs, lemmings, hammers, and turnips. *Academy of Management Journal*, 50, 748-753.
- Vermeulen, F. 2007. "I Shall not Remain Insignificant": Adding a Second Loop to Matter More. *Academy of Management Journal*, 50: 754-761
- Tushman, M., O'Reilly C. 2007. Research and relevance: implications of Pasteur's quadrant for doctoral programs and faculty development. *Academy of Management Journal*, 50: 769-774.
- Joullié, Jean-Etienne, and Anthony M. Gould. 2021. "Having nothing to say but saying it anyway: Language and practical relevance in management research." *Academy of Management Learning & Education*
- Bergh, Donald D., et al. 2017. "Is there a credibility crisis in strategic management research? Evidence on the reproducibility of study findings." *Strategic Organization*: 423-436.
- *Westphal, J., Clement M. 2007. Sociopolitical Dynamics in Relations between Top Managers and Security Analysts. *Academy of Management Best Paper Proceedings - Discussed in the *Economist's article (www.economist.com): "Trading favors", July 26th, 2007.*

Assignments for the class

1. **Exercise: What made the article of Westphal and Clement interesting?**

Session II 11 novembre 2024 – ore 9.00 – 12.00 Formulating the research problem

- **Individuating and situating the problem**
- **Grounding the problem in reality**
- **Diagnosing the problem**
- **When is a research problem relevant?**

Readings

- *Van De Ven, A. H. 2007. *Engaged Scholarship. A guide for Organizational and Social Research*, Ch. 3
- *Colquitt J. A, George G. 2011. Publishing in AMJ – Part 1: Topic choice. *Academy of Management Journal*, 54: 432-435
- *Grant, A., Pollock, T. G. 2011. Publishing in AMJ – Part 3: Setting the Hook. *Academy of Management Journal*, 54: 873-879
- *Eisenhardt, K. 1989. Making Fast Strategic Decisions in High Velocity Environments. *Academy of Management Journal*, 32: 543-576.
- *Sanders, W. G., Hambrick D. C. 2007. Swinging for the Fences: The Effects of CEO Stock Options on Company Risk Taking and Performance. *Academy of Management Journal*, 50: 1055-1078
- *Zollo M., Singh H. 2004. Deliberate Learning in Corporate Acquisitions: Post-Acquisition Strategies and Integration Capability in U.S. Bank Mergers. *Strategic Management Journal*, 25: 1233-1256.

Assignments for the class

2. **Exercise: Discuss the research problem formulation in the different papers reported above**

Session III 15 novembre 2024 – ore 9.30 – 11.30 Theory building

- **What constitutes a theoretical contribution?**
- **Propositions and hypotheses**
- **Grounding the hypotheses**
- **Integrating theories**

Readings

- *Van De Ven, A. H. 2007. *Engaged Scholarship. A guide for Organizational and Social Research*, Ch. 4
- *Whetten, D. A. 1989. What Constitutes a Theoretical Contribution? *Academy of Management Review*, 14: 490-495.
- *Sparrowe, R. T., Mayer, K. J. 2011. Publishing in AMJ – Part 4: Grounding the Hypotheses. *Academy of Management Journal*, 54: 1098-1102
- Corley K. G, Gioia, D. 2011. Building Theory about Theory Building: What Constitutes a Theoretical Contribution? *Academy of Management Review*, 36: 12-32.



- Bacarach, S. 1989. Organizational Theories: Some Criteria for Evaluation. *Academy of Management Review*, 14: 496-515.
- Geletkanycz, M., Tepper, B. J. 2012. Publishing in AMJ – Part 6: Discussing the Implications. *Academy of Management Journal*, 55: 256-260
- Mayer, K. J., Sparrowe, R. T. 2013. From the Editors: Integrating Theories in AMJ Articles, *Academy of Management Journal*, 56: 917-922
- Makadok, Richard, Richard Burton, and Jay Barney. 2018 "A practical guide for making theory contributions in strategic management." *Strategic Management Journal* 39.6: 1530-1545.
- Hambrick, Donald C. "The field of management's devotion to theory: Too much of a good thing?" *Academy of Management Journal* 50.6 (2007): 1346-1352.
- *Benner, M. J. 2007. The Incumbent Discount: Stock Market Categories and Response to Radical Technological Change. *Academy of Management Review*, 32: 703-720.

Assignments for the class

- 3. Exercise: Discuss the theoretical contribution of Benner (2007)**

Session IV 22 novembre 2024 – ore Research design
9.00 – 12.00

- **The interplay between theory and method**
- **Issues of level in management research: Level of analysis, unit of analysis and focal unit; Multi-level and Cross-level analyses**
- **Variance (quantitative) and process (qualitative) research designs**
- **A brief introduction to mixed methods**

Readings

- *Van De Ven, A. H. 2007. Engaged Scholarship. A guide for Organizational and Social Research, Ch. 5
- *Van Manen, J., Sorensen, J. B., Mitchell T. R. 2005. The Interplay between Theory and Method. *Academy of Management Review*, 32: 1145-1154.
- *Rousseau, D. 1985. Issues of Level in Organizational Research: Multi-level and Cross-level Perspectives. *Research in Organizational Behavior*, 7: 1-37
- Hitt, M. A., Beamish, P. W., Jackson S., E., Mathieu, J. E. 2007. Building Theoretical and Empirical Bridges across Levels: Multilevel Research in Management. *Academy of Management Journal*, 50: 1385-1399.
- Staw, B. M., Sanderlands, L. E., Dutton, J. E. 1981. Threat-Rigidity Effects in Organizational Behavior. A Multilevel Analysis. *Administrative Science Quarterly*, 26: 501-524.
- Martin, K. D., Cullen, J. B., Johnson, J. L., Parboteeah, K. P. 2007. Deciding to Bribe: A Cross-level Analysis of Firm and Home Country Influences on Bribery Activity. *Academy of Management Journal*, 50: 1401-1422.
- Dahlander L., Frederiksen L. 2012. The Core and the Cosmopolitans: A Relational View of Innovation in User Communities. *Organization Science*, 23: 988-1007
- *Schoonhoven, C. B., Eisenhardt, K. M., Lyman, K. 1990. Speeding Products to Markets: Waiting Time to First Product Introduction in New Firms. *Administrative Science Quarterly*, 35: 177-207
- *Gersick, C. J. G. 1994. Pacing Strategic Change: The Case of A new Venture. *Academy of Management Journal*, 37: 9-45.

Assignments

- 1. Discuss the differences and complementarities between Schoonhoven et al. (1990) and Gersick (1994)**

Session V 29 novembre 2024 – ore Quantitative research designs
9.00 – 12.00

- **Experimental and non-experimental research designs**

Readings

- *Van De Ven, A. H. 2007. Engaged Scholarship. A guide for Organizational and Social Research, Ch. 6
- Singleton R. A., Straits, B. C. 2010. Approaches to Social Research, 5th Edition. Oxford University Press, Oxford, Chapter 9
- Bono, J. E., McNamara, J. 2011. Publishing in AMJ – Part 2: Research Design. *Academy of Management Journal*, 54: 657-660



- Zhang, Y., Shaw, J. D. 2012. Publishing in AMJ – Part 5: Crafting the Methods and Results. *Academy of Management Journal*, 55: 8-12
- *Maoz, E., Tybout, A. M. 2002. The Moderating Role of Involvement and Differentiation in the Evaluation of Brand Extensions. *Journal of Consumer Psychology*, 12: 119-131.
- *Folta, T., O’ Brien, J. 2004. Entry in the presence of dueling options. *Strategic Management Journal*, 25: 121-138.

Assignments for the class

1. **Exercise: Discuss the differences between the research designs of Maoz and Tybout (2002) and Folta and O'Brien (2004)**

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Session VI 3 dicembre 2024 – ore 9.00 – 12.00 Introduction to qualitative research designs and the case study approach

- **What is different about qualitative research?**
- **Introduction to the case study approach**
- **Case study as a research design**

Readings

- *Bansal, P. Corley K. 2012. Publishing in AMJ – Part 7: What’s Different About Qualitative Research? *Academy of Management Journal*, 55: 509-513
- *Yin, K. 2003. *Case Study Research: Design and Methods*. Sage (3rd Edition), Chapters 1-2
- Siggelkow, N. 2007. Persuasion with Case Studies. *Academy of Management Journal*, 50: 20-24
- Bansal, P. Corley K. 2011. The Coming of Age for Qualitative Research: Embracing the Diversity of Qualitative Methods. *Academy of Management Journal*, 54: 233-237.
- *Tripsas, M., Gavetti, G. 2000. Capabilities, Cognition and Inertia: Evidence from Digital Imaging. *Strategic Management Journal*, 21: 1147-1161.

Assignments for the class

1. **Exercise: Discuss how the case study approach is applied in Tripsas and Gavetti (2000)**

Session VII 9 December 14th – 9.00-12.00 Research proposal and the publication process

- **Formulating the research problem**
- **Building the theory**
- **Design the empirical research (data, variables, methods)**
- **Communicating the relevance**
- **Dealing with the peer review system**
- **Managing the review process**

Readings

- *Oriani R., Sobrero M. 2008. Uncertainty and the Market Valuation of R&D: A Real Options Approach. *Strategic Management Journal*, 29: 343-361.

Assignments for the class Take Oriani and Sobrero (2008) as a basis for discussion.

Testi Di Riferimento / Reference Books	Van De Ven, A. H. 2007. <i>Engaged Scholarship. A guide for Organizational and Social Research</i>
Metodologie Didattiche/ Teaching Method	The students will read papers and other materials before class and discuss them in class under the guidance of the instructor
Modalità di verifica e di accertamento dell'apprendimento/ Detailed Description of Assessment Method	<ul style="list-style-type: none"> • Participation in class discussion (30%) • Final assignment (70%): Prepare a first draft of your research proposal, including: research problem and research questions, relevant theories and a first version of research design (choice and justification of a quantitative/qualitative research design, potential methods, data availability) - due January 30, 2022 <p>Evaluation criteria of assignment – The Academic Grading System valid in US is used for the evaluation of the students: an ‘A’ grade requires deep reflections, critical insights, and effective analysis; a ‘B’ grade requires understanding of course materials, clear and logical thinking. Lower grades mean that students lack these requirements.</p> <p>Late assignment policy – Students must appreciate assignment due dates as proper deadlines. Barring serious problems, late assignments will be marked down.</p> <p>Final Grades Releasing– Final grades with specific feedback on attendance/participation and performance will be release to each student via email within one month from the due date of the Final Assignment.</p>