

경영전략 연구방법론

(Research Methods in Strategic Management)

강의계획서

[COURSE DESCRIPTION]

This graduate seminar is an introduction to the methods of the social sciences and to the particular issues raised by the discipline of strategic management as an applied business research area. The course has following primary objectives: (1) survey theory on the fundamental research design and methods in strategic management, (2) develop students' ability to execute a rigorous research project independently, (3) develop students' skills in communicating research results and responding to criticism (both orally and in writing). The term "research methods" embraces all stages of research process from identification and formulation of interesting research problems to design of appropriate research methods to investigate the chosen problem. Research communication includes effective ways of representing a research problem/hypothesis/outcome, as this can be an essential aspect of "selling" your research.

Many students in the class will be beginning their graduate program with the goal of pursuing a scholarly career in the future. I encourage students to bring their own research problems to class for learning and applying research methods from this course. The course is not intended to make you an expert in research design or in any particular research method. It is intended to provide you a "toolbox" with various research approaches available to make more informed choices in designing your research. Having said that, I also expect early-stage graduate students to get familiar with the language and vocabulary used to describe and converse about research more generally – after finishing the course, you should be familiar with terms such as construct validity, endogeneity, measurement error, quasi-experiment, correlation, causation, and so on.

The course is designed with three major components: (1) finding a research problem and formulating propositions/hypotheses, (2) investigating the chosen problem – survey, quasi experiment, case-study, ethnography, and archival panel research, (3) communicating the results and responding to critique. In addition, we will have chances to discuss special topics – different mechanisms in strategic management (e.g. structural and cultural mechanisms) and the corresponding methods (social network analysis and content analysis). The course is also designed to follow the conventional sequence of conducting research organically – from setting up a research question and generating hypotheses, exploring them with different methods, and presenting the results. Your class project and assignments are designed to help you fulfill this goal.

[COURSE REQUIREMENTS AND EVALUATION]

1. Class Preparation and Participation: 45% of the grade
 - Session discussants (15%)
 - Class memo and participation (30%)
2. Short Paper Assignments (55% of the grade)
 - Paper 1: Research question and data (10%)
 - Paper 2: Propositions and hypothesis (10%)
 - Paper 3: Field/Quasi experiment (10%)
 - Paper 4: Alternative design and triangulation (10%)
 - Peer Review (15%)

[COURSE CALENDAR]

Week 1 Introduction

Week 2 Where do research problems come from?

Week 3 What is good explanation? Theory construction

Week 4 * *Research project presentation (research question and data)*

Week 5 Research design I – hypothesis, theoretical constructs, and measurement

Week 6 Research design II – sampling and survey research

Week 7 * *Research project presentation (propositions/hypotheses)*

Week 8 Archival research – “What is this a theoretical case of?”

Week 9 Explaining causal process I – field experiments

Week 10 Explaining causal process II – quasi experiments

Week 11 Explaining causal process III – issues in asserting causation

Week 12 * *Method Lab (constructing and handling panel data with STATA)*

Week 13 Descriptive methods – field research, interviews, and ethnography

Week 14 Special topic I – structural mechanisms and network analysis

Week 15 Special topic II – cultural mechanisms and content analysis