

# Ben Gurion University - Social Leadership MBA

## “Research methods”

Géraldine SCHMIDT, Professor, Ph.D, IAE de Paris (Sorbonne Graduate Business School), Vice-Dean for Research, [schmidt.iae@univ-paris1.fr](mailto:schmidt.iae@univ-paris1.fr)

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### A. General Description of Module

#### **Course objectives**

The course aims at providing a comprehensive understanding of the diverse research methods used in the Social Sciences in general, and in management in particular. It also aims at sharing the required skills for choosing and implementing those methods. The respective uses and usefulness of the main research methods will be discussed, as well as and their relevance for the study of contemporary Social Science and management research issues.

#### **Main topics**

The course follows the structure of the textbook (references below) by Saunders and al. (2012, 6<sup>th</sup> ed., or 2009, 5<sup>th</sup> ed.):

- Defining what is research [in management]... and what is not
- Understanding research philosophies and approaches
- Formulating and clarifying a topic
- Critically reviewing the literature
- Formulating the research design
- Collecting data
- Analysing data
- Writing and presenting a research report

### B. Sequence in detail

#### **Session 1 / January, 21, am: Defining research [in management] and research philosophies**

*Preparation* (during session):

- Diagnosing your research philosophy
- Case study: “Consultancy research for a not-for-profit organization“, Saunders & al., 2009

#### **Session 2 / January, 21, pm: Clarifying a research topic and critically reviewing the literature**

*Readings:*

- Helmig B., Jegers M., Lapsley I. “Challenges in Managing Nonprofit Organizations: A Research Overview”, *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 15(2), 101-116.
- Shoham A., Ruvio A., Vigoda-Gadot E., Schwabsky N. (2006). « Market Orientations in the Nonprofit and Voluntary Sector: A Meta-Analysis of Their Relationships With Organizational Performance », *Nonprofit and Voluntary Sector Quarterly*, 35(3), 453-476.

*Preparation* (during session):

- Formulate and test your research topic
- Select the relevant literature for your research project

#### **Session 3 / January, 22, am: Formulating the research design**

*Readings (before session):*

- Harrison Y.D., Murray V. (2010). « Perspectives on the Leadership of Chairs of Nonprofit Organization Boards of Directors. A Grounded Theory Mixed-Method Study », *Nonprofit Management and Leadership*, 22(4), Summer, 411-437.

Preparation (during session):

- Choose the main dimensions and define the major steps of your research design

**Session 4 / January, 22, pm: Data collection methods (I): quantitative data (secondary data, surveys, ...)**

Readings (during session)

- Schmid .H., Bar M., Nirel R.(2008). « Advocacy Activities in Nonprofit Human Services Organizations. Implications for Policy », *Nonprofit and Voluntary Sector Quarterly*, 37 (4), 581-602.

**Session 5 / January, 24, am: Data collection methods (II): qualitative data (interviews, observations,...)**

Readings (before session) :

- Sharp Z, Zaidman N. (2010). « Strategization of CSR », *Journal of Business Ethics*, 93, 51-71.

**Session 6 / January, 28, am: Analysing data (I): quantitative analysis (statistical data analysis)**

Readings (during session):

- Betzler D., Gmür M. (2012). « Towards Fund-Raising Excellence in Museums — Linking Governance with Performance », *International Journal of Nonprofit and Voluntary Sector Marketing*, 17, 275-292.

**Sessions 7 / January, 28, pm: Analysing data (II): qualitative analysis (coding, interpreting,...)**

Readings (before session):

- Clark M., Gioia D., Ketchen D., Thomas J. (2010). « Transitional Identity as a Facilitator of Organizational Identity Change during a Merger », *Administrative Science Quarterly*, 55, 397–438.
- Pless N., Maak T., Stahl G.K. (2012). « Promoting CSR and Sustainable Development Through Management Development : What Can Be Learned from International Service Learning Programs ? », *Human Resource Management*, November–December, 51(6), 873–904

**C. Readings:**

The main textbook used for this class has been chosen for its focus on the central topics that will be addressed during this course. Some additional academic articles will also be available, most of them being devoted to NPOs: each of these articles is an illustration and an application of a specific research method or design. Students are expected to prepare the assignments and readings prior to every session. Some sessions will be conceived as “workshops” during which the students’ research projects and/or other scholars’ research papers will be discussed.

Title	<i>Research Methods for Business Students</i>
Authors	Saunders M., Lewis Ph., Thornhill A.
Publisher, Edition	Pearson Education Ltd, 6 <sup>th</sup> ed., 2012
ISBN	978-0-273-75075-8

**D. Assessment breakdown:**

<b><u>Components</u></b>	<b><u>Percentage of final grade</u></b>
• Building a research project (based on the students’ thesis subject, if possible), including the research question and issue, the research design and methods with a quantitative part and a qualitative part	50%
• Final exam (critically discussing the research method / design of a paper)	50 %