研究方法
Research Method

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注意事项

课程语言
本课程为双语（英语和中文），需要具备一定的英语阅读和理解能力

教学方式
非填鸭式教学，课堂互动和小组讨论的重要性

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媒体录制
禁止录音录像

推荐教材

📕 综合

陈晓萍 & 沈伟. (2023). 组织与管理研究的实证方法(第四版). 北京大学出版社.

⚗ 实验设计与分析

Christensen, Larry B. (2007). Experimental Methodology (10th ed.). Allyn & Bacon.

Kerlinger, F. N., & Lee, H. B. (2000). Foundations of behavioral research (4th ed.).

Shadish, W.R., Cook, T.D., & Campbell, D.T. (2002). Experimental and quasi-experimental designs for generalized causal inference.

舒华 & 张亚旭. (2008). 心理学研究方法: 实验设计和数据分析. 人民教育出版社.

推荐教材（续）

🔍 定性设计和分析

Charmaz, K. (2014). Constructing Grounded Theory (2nd ed.). Sage.

Miles, M. B., Huberman, A. M., & Saldana, J. (2020). Qualitative Data Analysis: A Methods Sourcebook (4th ed.). Sage.

Yin, R. K. (2018). Case Study Research and Applications: Design and Methods (6th ed.). Sage.

🔄 混合研究方法

Creswell, J. W., & Clark, V. L. P. 2017. Designing and conducting mixed methods research. (3rd ed). Sage.

评分细则

课堂参与度
——
20%

小组论文汇报
——
40%

个人研究计划
——
40%

总成绩 = 课堂参与度(20%) + 小组论文汇报(40%) + 个人研究计划(40%)

课堂参与度

❓ 什么构成参与度?

出勤率 (只占5%)

回答问题

提出与当前主题相关的问题

在课堂上分享观察、想法和经验

评论他人的演讲

小组论文汇报

共分为8组，第2-5周每次课上汇报4篇英文文献，每组总共需要汇报两次

1 **研究问题是什么?**
作者如何让读者相信这是一个重要且有趣的研究问题？

2 **理论框架**
作者用什么理论来回答研究问题？假设和论据是否说服了你？为什么？

3 **研究方法**
作者使用了什么方法来探究研究问题？

4 **研究程序**
研究程序（如抽样、样本量、测量、数据收集程序和分析）如何恰当地回答了作者的研究问题？

5 **研究结果**
研究结果如何？

6 **研究启示**
这项研究对商学知识和实践有何启示?

个人研究计划

1 **选择研究主题**
确定研究领域和具体研究问题

2 **文献回顾**
收集和分析相关文献，确定理论框架

3 **研究设计**
选择适当的研究方法，确定数据收集和分析策略

4 **预期结果与贡献**
说明研究的预期结果和对学术或实践的潜在贡献

研究方法概述

Steps in the Business Research Process

Defining the problem and research objectives → Developing the research plan for collecting information → Implementing the research plan—collecting and analyzing the data → Interpreting and reporting the findings
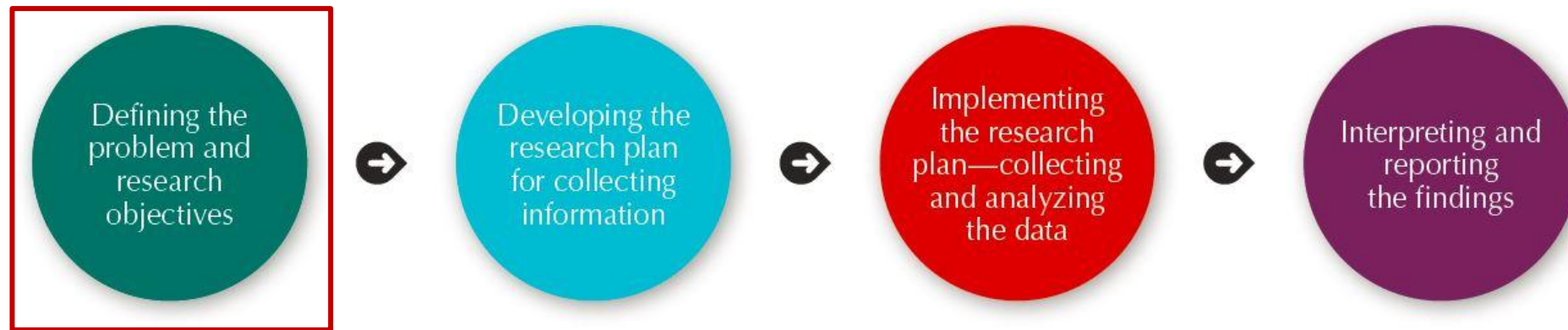
Research Objectives–Choice of Research Design

- **Exploratory research (探索性研究):** to gather preliminary information (e.g., gain background information?)

- **Descriptive research (描述性研究):** to describe things, such as the market potential for a product. (e.g., who, what, where, and when?)

- **Causal research (因果研究):** to test hypotheses about cause and effect relationships. (e.g., "If x, then y"; answers to questions of "why".)

Start with exploratory research and later follow with descriptive or causal research.

Steps in the Business Research Process
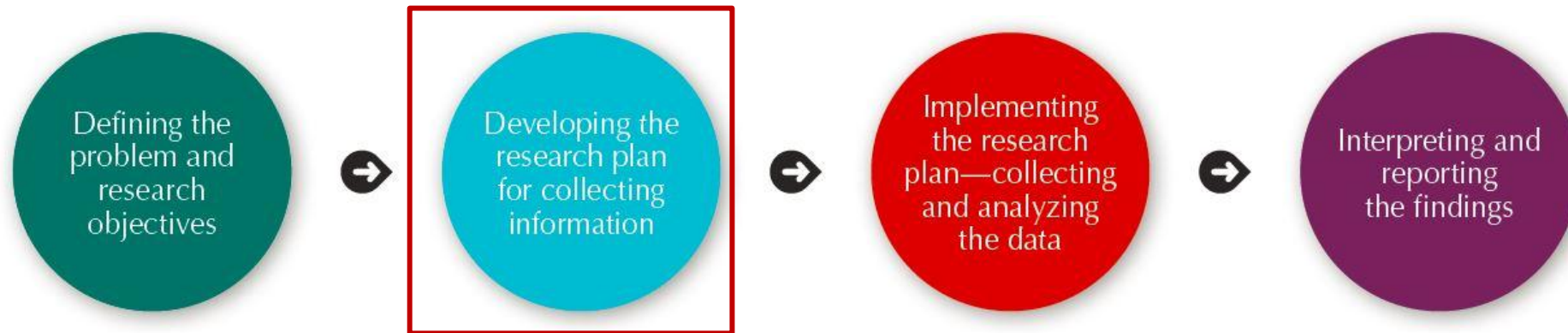
Secondary data is information that already exists somewhere, having been collected for another purpose.

Primary data is information collected for the specific purpose at hand.

Classification of Secondary Data

Internal secondary data

◦ Internal databases

External secondary data

◦ Published sources

◦ Official statistics

◦ Data aggregators

Gathering Secondary Data

Advantages

Gathering Secondary Data

Disadvantages

Research approach for Primary Data Collection

- **Observational research** （观察研究）involves gathering primary data by observing relevant people, actions, and situations.

Case discussion
Observation Research in P&G

- **Survey research** （问卷）involves gathering primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.

- **Experimental research** （实验）involves gathering primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses.

  - best suited for gathering *causal* information.

- **Independent variables**（自变量）: Variables whose values are directly manipulated by the researcher

- **Dependent variables** （因变量）: Measures of effects or outcomes that occur as a result of changes in levels of the independent or causing variable(s)

How Valid Are Experiments?

Two forms of validity are used to assess the validity of an experiment:

◦ **Internal validity** （内部效度） is concerned with the extent to which the change in the dependent variable is actually due to the change in the independent variable.

◦ **External validity** （外部效度） refers to the extent that the relationship observed between the independent and dependent variables during the experiment is generalizable to the "real world."

Make a Sampling Plan

You don't have to boil the whole ocean to determine its salt content.

Make a Sampling Plan

Sampling: The selection of a small number of elements from a larger defined group of elements and expecting that the information gathered from the small group will allow judgments to be made about the larger group.

Decide on the sampling unit
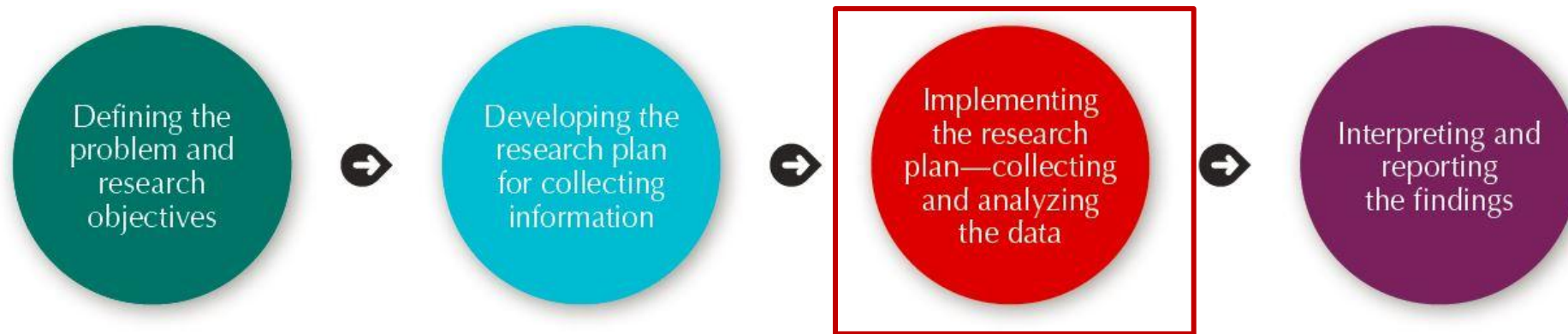
--Who should we conduct our survey on?

Decide on the sample size

--How many people should we survey?

Decide on the sampling procedure

--How should we choose the respondents?

Steps in the Business Research Process

Defining the problem and research objectives → Developing the research plan for collecting information → Implementing the research plan—collecting and analyzing the data → Interpreting and reporting the findings

SPSS

Descriptives

Go to Analyze->Descriptive Statistics->Descriptives.

Frequencies

Go to Analyze->Descriptive Statistics->Frequencies.

Independent Sample t-test

Go to Analyze->Compare Means->Independent-Samples t-test

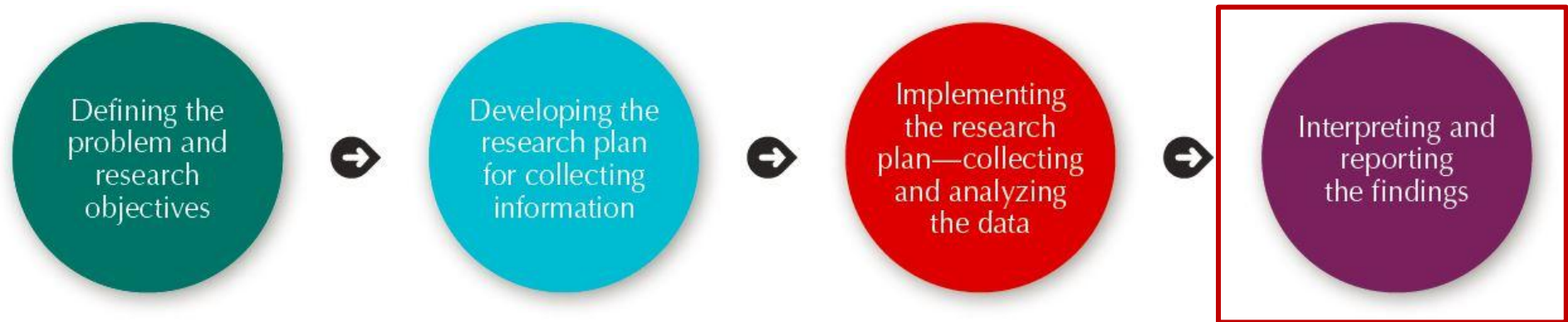**One-way ANOVA**

Go to Analyze->Compare Means->One-Way ANOVA

Pearson Correlation

Go to Analyze->Correlate->Bivariate

Regression

Go to Analyze->Regression>Linear

Steps in the Marketing Research Process

Defining the problem and research objectives

➡

Developing the research plan for collecting information

➡

Implementing the research plan—collecting and analyzing the data

➡

Interpreting and reporting the findings

- **Interpreting and Reporting Findings**

✓ Interpret findings

✓ Draw conclusions

- **Data may not be the same as information**

1985 New Coke（新可口可乐）的失败

实验结果≠有效信息

分组

课堂讨论
小组文献分享

练习:

提出合理的研究问题
--每个小组提出一个合理的研究问题

如何提出研究问题

理论贡献

实践贡献