



天津大学
Tianjin University

管理与经济学部

College of Management and Economics



研究过程 (Research Process)



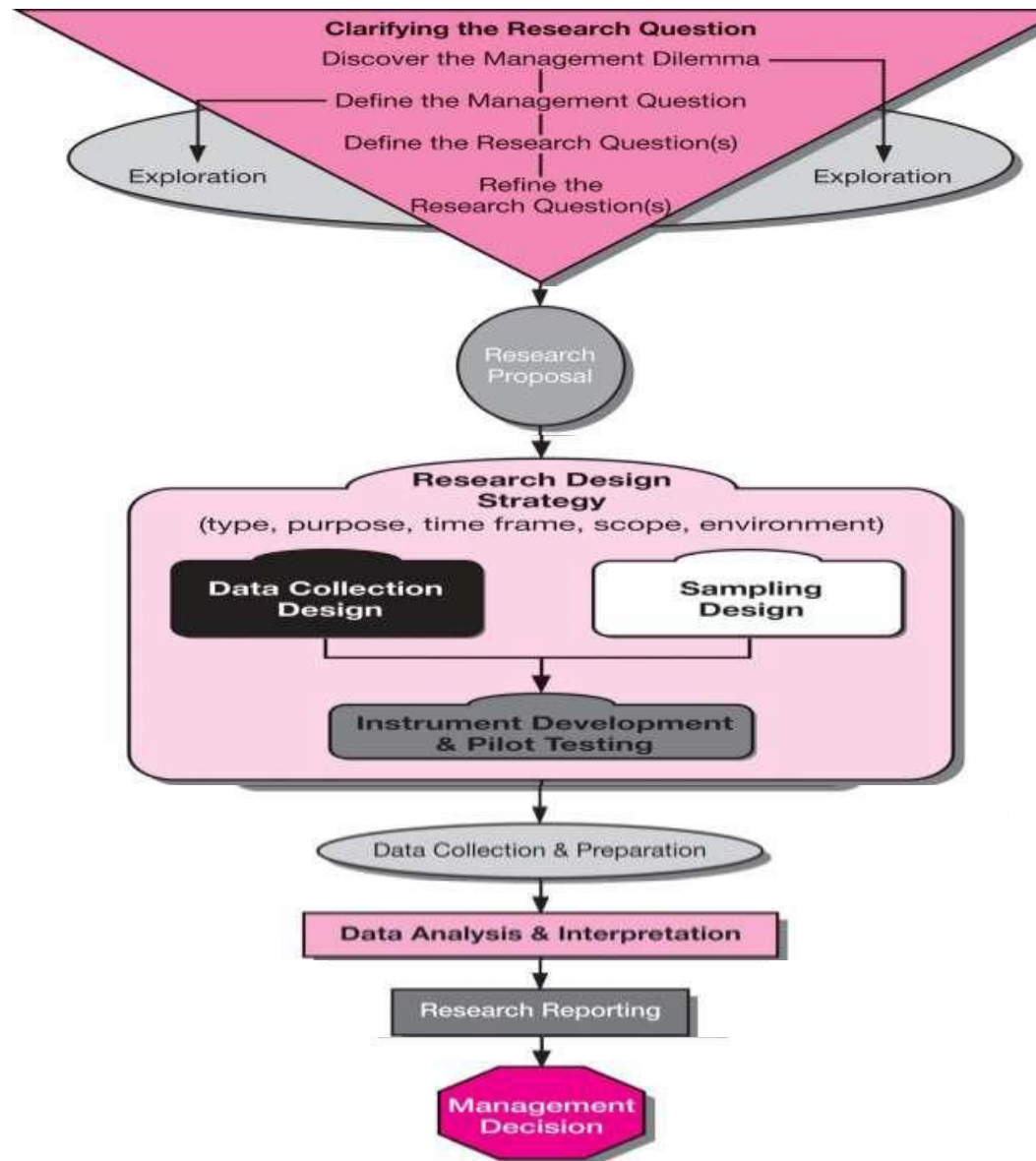
研究过程 Research Process



实证研究基本步骤 Steps in Research

- ✓问题界定 Problem formulation
- ✓假设设立 Hypothesis formulation
- ✓研究设计 Research design
- ✓样本与取样 Sample and sampling
- ✓数据收集 Data collection
- ✓数据分析 Data analysis
- ✓文稿撰写 Manuscript Writing

Research Process





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Research Problem v.s Research Questions





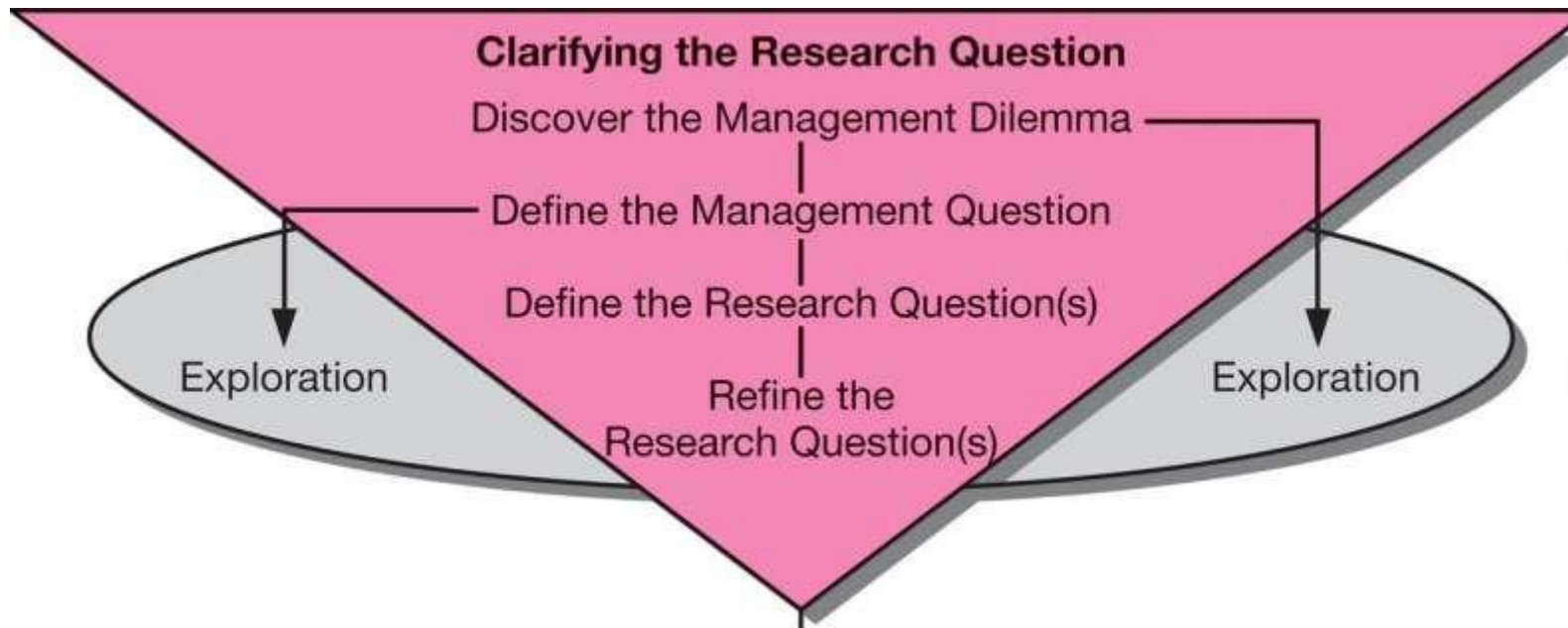
■ Step 1: 问题界定 Problem Formulation

- 定性研究 （如访谈） 可以用来形成研究问题 Qualitative research (e.g., in-depth interviews) can be used to help formulate problems.
- 好的问题陈述的特性 Characteristics of a good problem statement:
 - 疑问式 interrogative form.
 - 特定关系 specifies relations
 - 可测的 Testable

Research Process1-- *Problem Formulation*



明确研究问题 Clarifying the Research Question



管理研究问题基本来源于管理困境

Research Process1-- *Problem Formulation*



- 1. 定义问题 **Define the problem**
 - 明确问题症状Specify the symptoms
 - 罗列产生这些症状的可能原因 Itemize the possible causes of these symptoms.
 - 确定能减轻这些症状（产生相关结果）的合理方案 Identify the reasonable courses of action that would alleviate the symptoms (as well as other related consequences.)



2. 确定研究对象 **Establish research objectives**

- 知道什么样的信息可以被收集来告诉我们合适的方案 know what information we need to collect that would tell us the appropriate course of action.
- 什么是你想知道的 This is usually manifested in a stated research question - what is it that you want to know?

主题选择的方式 Ways to Select Topics



- 个人经历 Personal experience
- 对媒体或期刊中相关事项好奇 Curiosity based on something in the media or literature
- 特定领域的知识现状 State of knowledge in the field
 - Networking, sharing ideas/information with colleagues
- 解决问题 Solving a problem
 - What causes “x” ?
- 社会热点 Social premiums – “hot” topics – topics that will get attention
- 个人价值观或兴趣 Personal values / interest
- 日常生活 Everyday life



- 化大为小，化抽象为具体
 - “什么因素会影响企业的绩效”
 - “什么因素会影响个人购买智能手机”
- 化问题为研究变量和假设
- 化问题为研究设计

Characteristics of a Problem Suitable for Basic Research (Powell & Connaway)



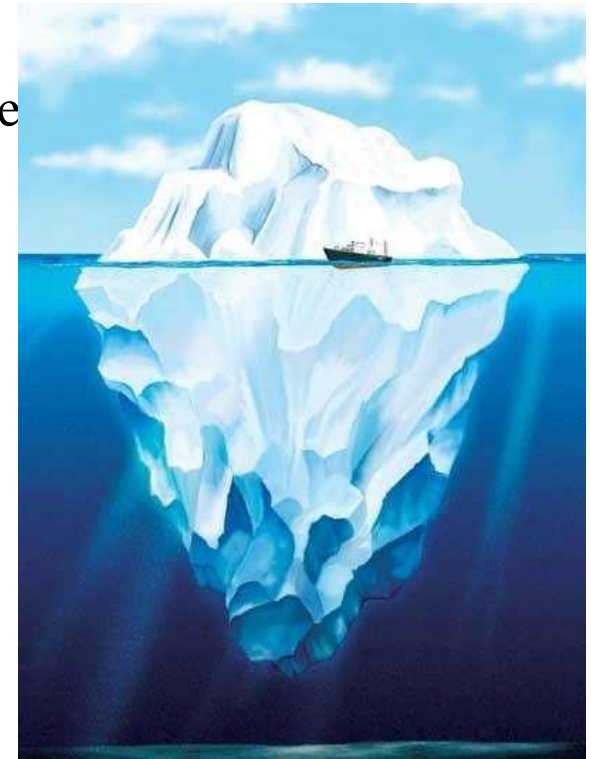
适合基础研究的问题的特征

- 能体现概念思维、探究和洞悉 The problem should represent conceptual thinking, inquiry & insight
- 与问题相关的变量能体现一些有意义的关系 Variables that relate to the problem should represent some sort of meaningful relationship
- 现实思考 Practical considerations
 - 研究者是否感兴趣 Researcher's interest?
 - 研究是否能产生一些影响 Will the research have some impact?
 - 研究是否可行 Is the research “manageable?” – Think Small!

Tips for Accurately Defining Research Problems



- 查明为什么要寻找这些信息 Find out why the information is being sought.
- 明确这些信息是否已经存在 Determine whether the information already exists.
- 明确这个问题是否已经或能回答 Determine whether the question really can/should be answered.
- 运用探索来确定问题的背景 Use exploratory research to define background of the problem
 - 情境分析 Situation analysis
 - 冰山原则 The iceberg principle
- 明确相关构念 Determine relevant constructs





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