



天津大学  
Tianjin University

管理与经济学部

College of Management and Economics



# 组织管理研究方法

## (Organizational Management Research Methods)



# 推荐教材

## 《组织与管理研究的实证方法》

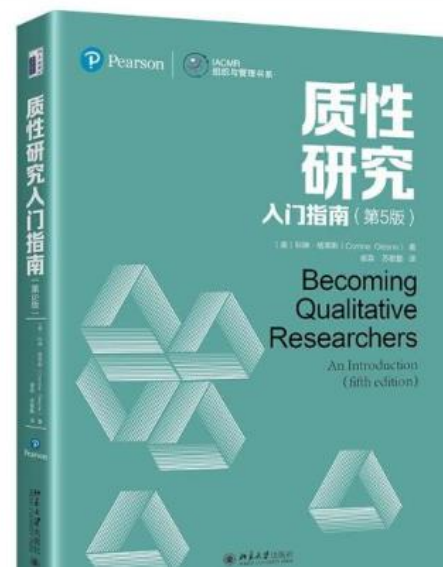
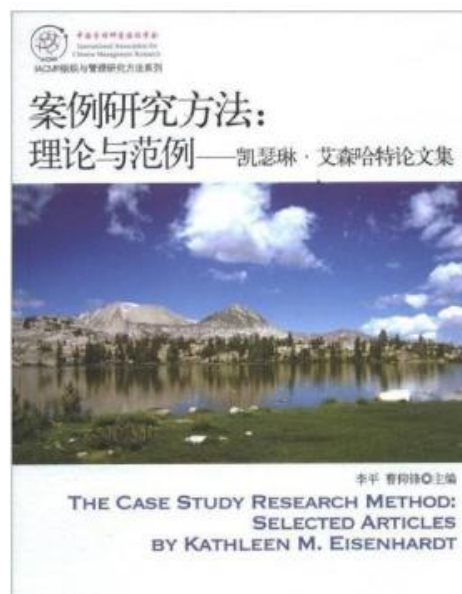
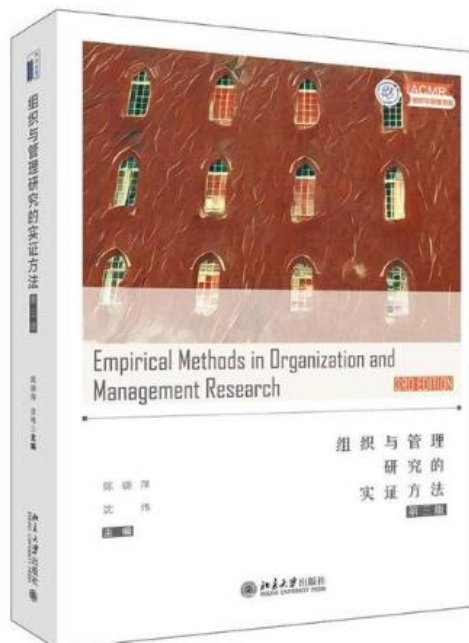
陈晓萍，徐淑英，樊景立， 北京大学出版社

## 《案例研究方法--理论与范例》

李平、曹仰锋，北京大学出版社

## 《质性研究入门指南》

科琳 格莱斯 著，崔淼，苏敬勤 译 北京大学出版社





- 管理研究的内容包括研究计划书的撰写和评估，研究设计方法，数据收集方法，数据分析及研究结果报告的表述。
- 课程将结合理论、案例与实际操作，使学生了解管理研究的基本范式和方法。



- 管理研究的概念
- 管理研究过程和设计方法
- 数据收集和分析
- 实证分析方法
- 研究论文的撰写和评判



- 课程结束后，学生需能：
  1. 了解组织管理研究方法的范式
  2. 可评估，选择，及运用适当方法解决管理研究问题
  3. 能就希望解决的问题设计合理的研究方案
  4. 掌握数据收集和分析方法
  5. 了解学术论文撰写的基本范式

# Grades 评分标准



- 课堂参与 10%
- 个人汇报 15%
- 小组汇报 15%
- 研究报告 60%
- 总计 100%

# Class Schedule 授课进度



-  1 研究方法概论 Research Methodology
-  2 管理研究方法的哲学思想 Research Philosophy
-  3 研究语言 Research Language
-  4 研究过程 Research Process
-  5 研究问题和理论 Research questions and theory
-  6 理论实例和研究设计 Examples of theory and research design
-  7 研究设计和案例分析 Research design and Case study
-  8 实验研究 Experiments
-  9 调研研究和测量 Survey Research and measurment
-  10 问卷和调研方法 Qestionnaire and survey methods
-  11 偏误和效度 Bias and Validity
-  12 取样 Sampling
-  13 描述性分析 Descriptive Analysis
-  14 多变量数据分析 Multivariate Data Analysis
-  15 假设检验 Hypotheses Test
-  16 结构方程模型 Structural Equation Model





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# 1 研究方法概论 (Research Methods Overview)





# 什么是研究?



**Re-----Search**

**研究**



**Answer Questions; Advance knowledge**

# What Is Research? 什么是研究?



*an*

- organized,
- systematic,
- data-based,
- critical,
- objective,
- scientific

*enquiry/investigation*

- into a specific problem,

*undertaken with the purpose*

- of finding answers
- or solutions to it.



研究是一个主动和系统方式的过程, 是为了发现, 解释或校正事实、事件、行为, 或理论, 或把这样事实、法则或理论作出实际应用。

# What Is Business Research?



A process

- of **planning**,
  - **acquiring**,
  - **analyzing**,
  - **and disseminating**
  - relevant data, information, and insights to decision makers
  - in ways that mobilize the organization to take appropriate actions that,
  - In turn,
- maximize business performance.
- *Cooper*

# Major Research Topics



- Organizational Behavior
- Human Resource Management
- Innovation & Entrepreneurship
- Strategic Management
- Corporate Responsibility Research

国际期刊分类：UTD 24、*FT50*、*ABS list*、*FMS*英文列表

国内期刊：*FMS*中文期刊列表、国家自然科学基金委管理科学部核心期刊列表

国际会议：美国管理学年会AOM, 中国管理研究国际学会IACMR

# Factors Contributing to the Success of Research



- ✓ Ethics
- ✓ Research effort
- ✓ Academic ability
- ✓ Interpersonal skill
- ✓ Financial support

# Ethics of Business Research



refers to a code of conduct or expected societal norm of behavior while conducting research

Ethical conduct applies to

1. Organization
2. Members sponsoring the research
3. The researchers who undertake the research
4. The respondents who provide them with the relevant data



# Ethics of Business Research



- Plagiarism 抄袭
- Fraud/ Cheat 欺诈
- Steal 窃取



## PLAGIARISM 抄袭

- ✓ To steal and pass off (the ideas or words of another) as one's own.
- ✓ To present as new and original an idea or product derived from an existing sources
- ✓ Plagiarism is **illegal**

# Ethics of Business Research-*plagiarism*



## Sources of Plagiarism

A student

- 1.Copied paragraphs from various scholarly journals or books in the library,
- 2.Removed an old term paper from the files in his fraternity and copied some, or all, of it.
- 3.Downloaded whole or part of report from the internet.

# Ethics of Business Research-*plagiarism*



*The following guidelines on plagiarism were taken from **Ronald B. Standler**, 2000.*

*Plagiarism in Colleges in USA, <http://www.rbs2.com/plag.htm>*

When using another person's words:

1. Provide a citation in

a)the text

b)reference list

c)in a footnote

2. Either enclose their words inside quotation marks (add pages)



## ■ Literature management

✓ *Endnote*

## ■ Data Analysis

✓ *SPSS*

✓ *SEM (MPLUS 、 LISREL、 AMOS、 PLS )*

✓ *STATA、 SAS、 R....*

## ■ Office

✓ *Word*

✓ *Excel*

✓ *PowerPoint*



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