**ICO-NIDA**

**MM6007/DM8101 -Research Methodology in Management**

## Instructors Information

Instructor: Associate Professor Dr. Peerayuth Charoensukmongkol.

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Office location: 18th Floor, Navamindradhiraj Building

Office hours: By appointment (online and office visit)

How to contact the instructor:

* For brief inquiries, please use email. For more complex questions that require detailed explanations, kindly schedule an appointment to speak with me on MS Teams.
* When sending an email, always include a clear subject line indicating the purpose of your message (e.g., "Assignment 1 Submission," "Research Introduction Submission," "Question About Class Schedule").
* I typically respond to student emails within 1-3 days. However, during particularly busy periods, it may take up to 4-7 days. If you have not received a response within 7 days, please feel free to send a reminder.

## Course Description

The course provides a comprehensive guide to the design and conduct of research in disciplines related to management, such as organizational behavior, human resource management, industrial relations, and the general field of management. The course offers an overview of the research process and explains the main types of design used in management research, including experimental and quasi-experimental designs, as well as correlation studies and survey research. It also describes methods of data collection such as interviews, questionnaires, and observation which are commonly employed by management researchers. In addition, the course examines the issues of reliability and validity, the construction of multi-item scales, and the methods of quantitative and qualitative analysis. It also contains practical guidelines explaining how to report research findings and a discussion of ethical issues in the conduct and practice of research.

## Student Learning Objectives

After completing this course, students should be able to:

* Students will understand the scientific method of research and be able to differentiate between quantitative and qualitative research methods.
* Students will demonstrate the ability to use appropriate primary/secondary data to solve business problems or other issues in their field.
* Students will be able to differentiate between descriptive, correlational, and experimental research methods.
* Students will develop a research plan including a problem statement, hypotheses, related literature, and methodology.
* Students will be able to use statistical software to analyze data.

## Text &Supplementary Materials

* Reading materials (class notes) can be downloaded from the instructor’s website

<http://www.peerayuth.com/classes.html>

* Recommended textbooks
  + Beginner (Master level): “Business Research Methods”
    - Authors: *William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin*
  + Intermediate (Master and Ph.D. level): “The Practice of Social Research”
    - Author: *Earl R. Babbie*
  + Advanced (Ph.D. level): Theory-Based Data Analysis for the Social Sciences
    - Author: *Carol S. Aneshensel*

## Required Statistical software package

* SPSS (any version) “or” any statistical software (e.g., Stata, E-view, R, SAS, etc.)
  + The software is required for class assignment

## Grading

* Class attendance/participation 10%
* Assignment and paper presentations 20%
* Final exam 20%
* Final research project 50%

**Important:**   
A final research project submitted after the deadline will receive the Incomplete (I) grade.   
A student who gets an Incomplete grade will NOT receive higher than B after the regrade.

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| --- | --- |
| A | 90% or above |
| A- | 87-89% |
| B+ | 84-86% |
| B | 80-83% |
| B- | 77-79% |
| C+ | 74-76% |
| C | 70-73% |

## Research project

Students are required to submit a research project. The student will select a research topic of interest, prepare a proposal indicating the background of the problem, the purpose of the study, the study's hypothesis(es), the need for the study, the study's assumptions and applicable delimitations, the methodology to be employed in the study and a review of the literature pertaining to the problem.

Master’s students can select either “qualitative” or “quantitative” method for their research project.

Ph.D. students should use the “quantitative” method for their research project.

It is mandatory that:

* Students who select “qualitative method must conduct an in-depth interview and summarize their findings in detail.
* Students who select quantitative method must perform multiple regression analysis and summarize their findings in detail.

The student should consider the following elements when preparing their **“Research proposal”**

a. Background

b. Problem Statement

c. Purpose of Study

***\*\* Due on the 8th week of class***

d. Theoretical background /Literature review

e. Study Hypothesis(es) & Conceptual framework

***\*\* Due on the 12th week of class***

The **“Final report”** will include the following sections:

f. Methodology (Samples, Measurements, Analytical technique)

g. Results

h. Limitations and Implications

i. Conclusion

***\*\* Due one week after the last class day***

Final report will be graded based on the following criteria:

1. Quality of the writing and Organization of the content
2. Detail of the contents (must be 4000-8000 words totally; the score will depend on the length)
3. Sufficient references (should be at least 10 references for Master and 20 references for PhD)
4. Details in results reporting
5. No excessive plagiarized content (Turnitin’s similar index must be less than 30%)

Students are strongly encouraged to meet with the instructor after each lecture during the first week to discuss the research topic that they want to conduct. Approval of the research topic by the instructor can be obtained at any time but should be no later than the 6th week of class. After the research topic is approved, students are also strongly encouraged to meet with the instructor regularly (at least once a week) to discuss the progress of the research paper.

**Tentative Schedule/Topic**

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| --- | --- |
| **Week** | **Content** |
| 1 | Introduction to academic research |
| 2 | Theory |
| 3 | Causality analysis |
| 4 | Experimental research and Correlational research |
| 5 | Group Paper Presentation |
| 6 | APA referencing  *\*\*\* The topic of the Research project should be approved this week \*\*\** |
| 7 | Attitude measurement and Survey research |
| 8 | Sampling design and sampling procedures  \*\*\* Chapter 1: Background, Problem statement, and purpose of study must be submitted \*\*\* |
| 9 | **Computer lab I**  Data preparation using SPSS |
| 10 | **Computer lab II:**  Hypothesis testing  Means comparison (T-Test, ANOVA) |
| 11 | **Computer lab III**  Correlation and Regression analysis – Part 1 |
| 12 | **Computer lab IV** Correlation and Regression analysis - Part 2  \*\*\* Chapter 2: Literature review, Hypotheses must be submitted \*\*\*  \*\*\* Chapter 3: Research Methods must be submitted \*\*\* |
| 13 | **Guide for Thesis/dissertation *(required for Ph.D. students; optional for master’s students on IS track)*** |
| 14 | Final exam |
| 15 | **Final research project due**  \*\*\* All chapters must be submitted \*\*\* |