



Irkutsk National Research Technical University

Baikal Institute of BRICS

Master English-taught program

BUSINESS ADMINISTRATION

Empirical Research Methods in Management

Lecturer



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Associate Professor of the Baikal Institute of BRICS at Irkutsk
National Research Technical University

EDUCATION

PhD in Labor Economics (1997)

Master of Management (2014)

Specialist in Labor Economics (1993)

RESEARCH FIELDS

Empirical research methods in Management and
Marketing, Service Marketing, University Management



Course at a Glance

1st academic year, spring semester

Face-to-Face or online mode of delivery

ECTS – 3 credits (13 hours of Lectures,
13 hours of seminars, 46 hours non-
contact work)

Assessment Methods:

Final control – EXAM

Test [up to 40%]



Course at a Glance

One polemical questions based on textbook or articles [up to 30%]

Case [up to 30 %]

Current control

Homework:

Essay (2), Research work (5), Case (2), Teamwork, group project and presentation (2), Polemic questions for class debates (3) [up to 40%]

Classwork:

Case (3), Discussion (4), Teamwork and presentation (4), Tests (4) [up to 60%]



Course objectives

- To understand what is “Research” .
- To identify a range of different types of research.
- To identify and choose an appropriate option for gathering information.
- To describe the sources of information a researcher can use to make decisions.
- To discuss and implement the steps in the empirical research process.



Skills

On successful completion of this course, the students should be able to:

- Discuss the **essence of ERM** in management
- Analyze the problem situation using a **number of analytical tools**
- Identify and discuss the **role of information**
- Describe the **basic concept** of empirical research
- Identify the **relevant methods** for ERM in management
- Analyze **pros and cons** of different research methods



Skills

On successful completion of this course, the students should be able to:

- Establish **effective research process**
- Create effective **research proposal**
- Make effective decisions and identify the differences between **research and managerial problems**
- Identify the types of necessary **information**



Knowledge, Skills, Abilities

Knowledge – to define key concept of empirical research in management and its instruments. Recognize the best practices

Skills – to solve different managerial problems by means of empirical research

Abilities – to demonstrate abilities to complete a research



Course content

- Introduction to empirical research
 - What is research?
 - Defining research objectives
 - Selecting a research design
 - Identifying different research methods



Course content

- Designing a research proposal
 - Understanding how sampling works
 - Using quantitative research methods
 - Using qualitative research methods



Course content

- Completing a research project
 - Analyzing research data
 - Reporting and communicating research findings



Prerequisites

Modern Managerial issues

Analysis of Economic System

Management

Master Thesis Tutorial



References

Market and Social research

Adams K., Brace I. – Kogan Page, 2011.

Basic Marketing Research. Handbook for research professionals.

Smith S., Albaum G. – Quatrics Labs., 2012.

Journals:

Business research Quarterly,
Journal of Business Research,
Research in International Business and Finance

Companies` web-sites

Sites-aggregators

<http://www.customeressential.com>,

<http://www.slideshare.net>, etc.



Journals Database

Google Scholar

<http://scholar.google.com>

Microsoft Academic Research

<http://academic.research.microsoft.com>

Directory of Open Access Journals

<http://www.doaj.org>

ScienceDirect

<http://www.sciencedirect.com>

Research Papers in Economics (RePEc)

<http://repec.org/>



Journals Database

NBER: National Bureau of Economic Research

<http://www.nber.org/>

EconStor

<https://www.econstor.eu/>

Social Science Open Access Repository (SSOAR)

<https://www.gesis.org/ssoar/home>



Contacts

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