Empirical Research Methods in Management

Master English-taught program
BUSINESS ADMINISTRATION

Irkutsk National Research Technical University
Baikal Institute of BRICS
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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


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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