

## Module 3 – Research Methodology

This module focuses on further operationalising the research methodology and assuring it is the most appropriate for the proposed research, can be justified, and that the student has, or will develop, the knowledge and skills that are required to execute the research.

This phase of the research project is typically unique to the respective research required, and therefore individual mentoring is used instead of standardised courses.

There is a wealth of available research methods applicable to business and management disciplines that may be used, a large number of ways these can be combined and applied, and varying degrees of which methods have been used (un-)successfully. With such guidance, students will advance their understanding and discuss philosophical underpinnings (ontological and epistemological issues) of discipline-independent research, and then deeply explore the foundations of research methods and techniques in applied business and management research. This will allow students to demonstrate knowledge and application of the qualitative and quantitative methodologies underpinning business and management research. Students will develop and extend the skills required for conducting successful doctoral research. They will appreciate the role of theory, research methodology and design, data gathering, data analysis methods and techniques, choosing adequate statistical and non-statistical techniques, awareness of the use of research software, as well as ethical issues in applied research, and the influence of ethical considerations on research methods and methodology.

Module 3 consists of three study units:

1. A two-month individual mentoring period at which the students will discuss the envisaged research method in detail, conducts first trials, evaluates what knowledge and skills still will need to be developed, and to ultimately finalise the research methods so to execute the research in the subsequent module 4.
2. A two-month club journey period geared at self-directed learning where the student will finalise the changes as agreed on with the mentor, and acquires the knowledge and skills that are still missing.
3. A conference where the student presents the results and outcomes of the module to two expert academics.

Research scoping lectures

Alongside Module 3 students will be provided with a number of research scoping lectures to gain perspective into which direction they want to take their research. The following module specific research scoping lecturers will be provided:

1. Quantitative, qualitative, and mixed-methods research.
2. Interview protocol, Interviews & Focus groups.
3. Estimating the time schedule of the planned research steps.
4. Getting ethic clearance, why ethics matters, and why it is relative?

5. Triangulation in Research.
6. Organisational Ethnography and its use in understanding business and management.
7. The case study as a way to explore organisational practice.
8. General Data Protection Regulation (GDPR) and Data Management.

**a) Knowledge gained through Module 3**

At the end of the module/unit the learner will:

- a) Acquire a systematic understanding of a highly specialised field of study which builds upon specialised or multi-disciplinary knowledge and doctoral-level research skills to perform doctoral-level business and management research projects;
- b) Demonstrate understanding of business and management theories, frameworks, models, and methodologies to answer research questions;
- c) Demonstrate knowledge in the specific domain of business and/or management and make judgements involving a multitude of interacting factors about application of appropriate research methodology;
- d) Creatively apply the knowledge learned in the module to develop critical and original solutions for doctoral research in the selected business and/or management research topic;
- e) Extend, redefine, and/or make an original contribution to existing practice and/or knowledge in the specific area of business and/or management research.

**b) Skills gained through Module 3**

At the end of the module/unit the learner will have acquired the following skills to:

- a) Demonstrate mastery in skills such as the selection of an appropriate methodology for their business and management research project using scientific argumentation to justify and present innovative scholarly research;
- b) Perform autonomously analysis of scholarly and industry literature to support quantitative, qualitative and/or mixed-methods research designs;
- c) Autonomously acquire data and information from different sources of evidence and consolidate it in a unique business and management research project;
- d) Autonomously write a chapter on research methodology and engagement in publishable quality to communicate expertise to a wider business and management audience including peers and the general public;

- e) Justify alignment between the problem statement, purpose statement, research question, conceptual framework and selected quantitative, qualitative and/or mixed methods research design;
- f) Consider and respond to workplace, technological, social, cultural, and ethical issues in relation to business and management, and address the needs of a knowledge-based society;

Demonstrate expertise in critical evaluations and analysis with incomplete or limited data to solve problems in new or unfamiliar environments and produce original research.

**c) Competencies gained through Module 3**

At the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Demonstrate authority in the field of quantitative, qualitative, and mixed business and management research methods;
- b) Demonstrate expertise in suitability of quantitative, qualitative, and mixed research methodologies for different research questions of the existing business and management research;
- c) Consider and assess legal, ethical and applied issues related to research using different methodologies and in different contexts and settings with a view to promote organisational or managerial advancement through actions;
- d) Demonstrate expertise in selecting appropriate data gathering statistical and non-statistical strategies as well as analysis methods for a business and management research study;
- e) Demonstrate authority in a specialised field of study within business and/or management and to make judgements involving a multitude of interacting factors;

Demonstrate a sustained commitment in the development of new ideas and solutions in the field of business and/or management.

**d) Learning hour estimates – full time**

Module Weekly learning hour distribution	Course / Mentoring	Clubs	Sum
A. Reading	15	15	240
B. Writing (assignments, drafts, etc.)	5	5	80
C. Practicing (training, presenting, data collection, etc.)	5	5	80
D. Peer work (group discussions, peer feedback, etc.)	5	1	48
E. Assessment (of assignments / drafts)	1	1	16

F. Live sessions	1	1	16
G. Formative Feedback (by supervisor, mentor, chairs)	1	1	16
<b>Sum weekly hours</b>	<b>33</b>	<b>29</b>	<b>496</b>
H. Research Scoping Lectures (90min per session)	6	6	12
I. End of module conference	0	4	4
<b>Sum of hours per module*</b>	<b>270</b>	<b>242</b>	<b>512</b>
Module total	512		
Contact (D, F, H)	76		
Supervised (G)	16		
Self-Study (A, B, C)	400		
Assessment (E, I)	20		
Average weekly learning hours	32		
* Considering 8 course/mentored weeks followed by 8 club weeks per module.			

**e) Learning hour estimates – part time**

<b>Module Weekly learning hour distribution</b>	<b>Course / Mentoring</b>	<b>Clubs</b>	<b>Sum</b>
A. Reading	15	7,5	300
B. Writing (assignments, drafts, etc.)	5	2,5	100
C. Practicing (Training, presenting, data collection, etc.)	5	2,5	100
D. Peer work (group discussions, peer feedback, etc.)	5	0,5	52
E. Assessment (of assignments / drafts)	1	0,5	20
F. Live sessions	1	0,5	20
G. Formative Feedback (by supervisor, mentor, chairs)	1	0,5	20
<b>Sum weekly hours</b>	<b>33</b>	<b>14,5</b>	<b>612</b>
H. Research Scoping Lectures (90min per session)	6	6	12

I. End of module conference	0	4	4
<b>Sum hours per module*</b>	<b>270</b>	<b>358</b>	<b>628</b>
Module total	628		
Contact (D, F, H)	84		
Supervised (G)	20		
Self-Study (A, B, C)	500		
Assessment (E, I)	24		
Average weekly learning hours	19,63		
* Considering 8 course/mentored weeks followed by 24 club weeks per module			

f) *Assessment grid*

<b><u>Module</u></b>	<b><u>Weekly course assignments &amp; mentoring drafts to be submitted for formative assessment and feedback</u></b>	<b><u>End of course / mentoring written and oral assessments</u></b>	<b><u>End of module conference assessments</u></b>
<p><b>Module 3: Research Methodology</b></p>	<p>Week 1 - Summary of conceptual and / or theoretical frameworks used in comparative studies and / or studies that this research will be building on.</p> <p>Week 2 - Discussion how such existing frameworks were deployed and what type of knowledge and findings they produced.</p> <p>Week 3 - Discussion how existing frameworks could be deployed in this research.</p> <p>Week 4 - Draft conceptual / theoretical framework to be adopted for this study.</p> <p>Week 5 - Illustration of the proposed framework.</p> <p>Week 6 - Draft research plan.</p>	<p>A draft research methodology chapter including-philosophical underpinning of discipline independent research, and details of research methods and techniques planned in this research.</p> <p><i>Type: Individual assignment.</i></p> <p><i>Weighting: 20%.</i></p> <p><i>Written component: Word count: 3,000 words (excluding table of content, figures, references).</i></p> <p><i>Oral component: Presentation of 10 minutes.</i></p> <p><i>Submission: on-line in the DoctorateHub system.</i></p>	<p>A revised methodology draft chapter (final draft) and its presentation.</p> <p><i>Type: Individual assessment.</i></p> <p><i>Written component: Word count: 5,000 words.</i></p> <p><i>Weighting: 70%.</i></p> <p><i>Oral component: Presentation of 5 minutes, followed by a 15 minutes Q/A session, and a final 10 minutes on the next development steps.</i></p> <p><i>Weighting: 10%</i></p> <p><i>Submission: on-line in the DoctorateHub system.</i></p>

	<p>Week 7 - Plan how the research plan will be operationalised during the club study phase, including any pre-testing foreseen.</p> <p>Week 8 - Draft research methodology.</p>	<p><i>Due date:</i> 1 week after the last lecture of the module.</p>	<p><i>Due date:</i> 1 week before the conference.</p>
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