RESEARCH METHODOLOGY – MASTER THESIS MÉTHODOLOGIE MFE

ICN 3

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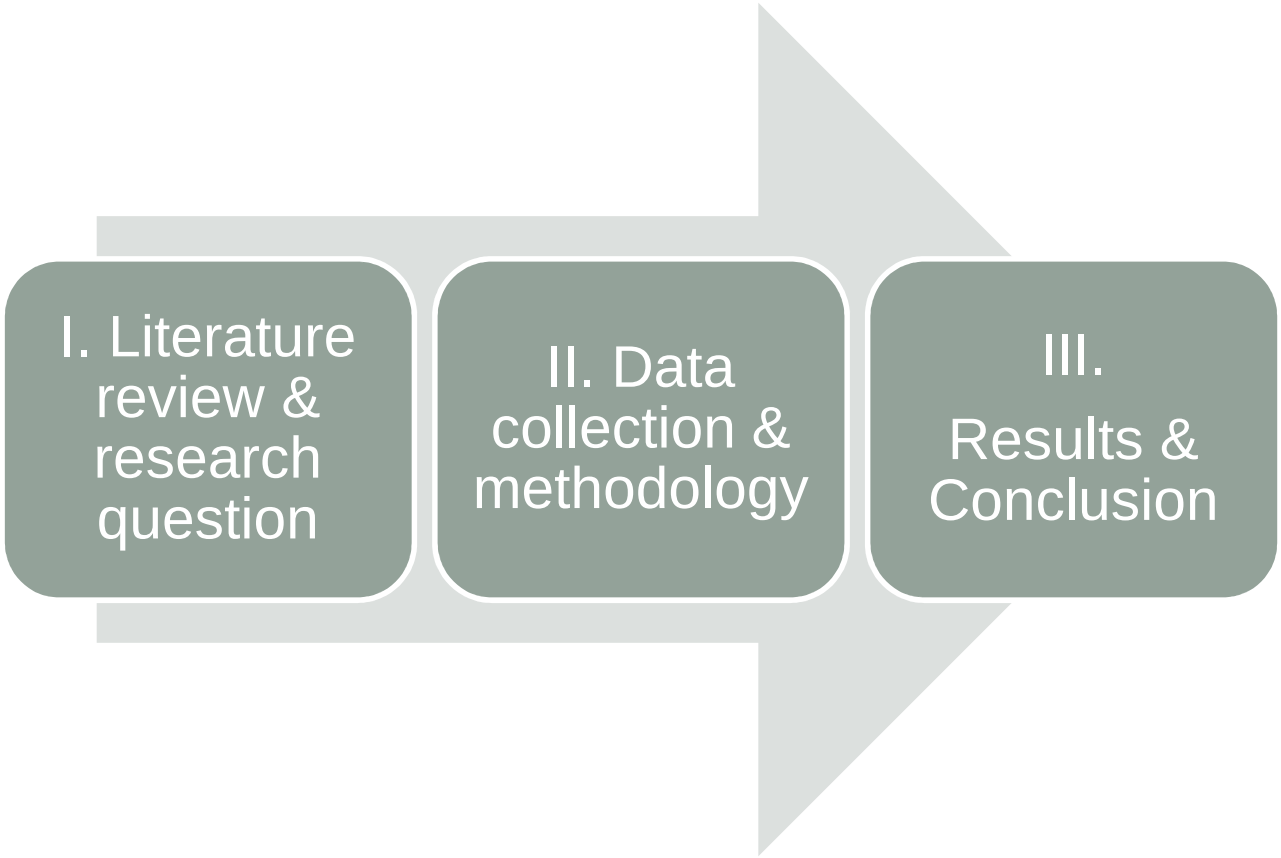
26/10/2012

Agenda

- RESEARCH DESIGN
  - Exploratory vs. Conclusive design
- DATA ANALYSIS
- ORAL PRESENTATION – CONTENT & FORMAT

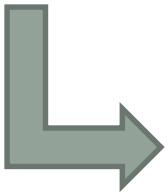
THESIS – PARTS



RESEARCH DESIGN

The research question determines the research design!

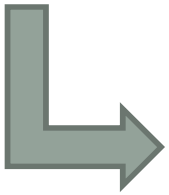
RQ: How can French Large Companies (FLCs) enhance their innovative capacity by collaborating with their suppliers?



EXPLORATORY DESIGN

The research question determines the research design!

RQ: What is the entry mode chosen by e-commerce firms when they first decide to internationalize their activities?



CONCLUSIVE DESIGN

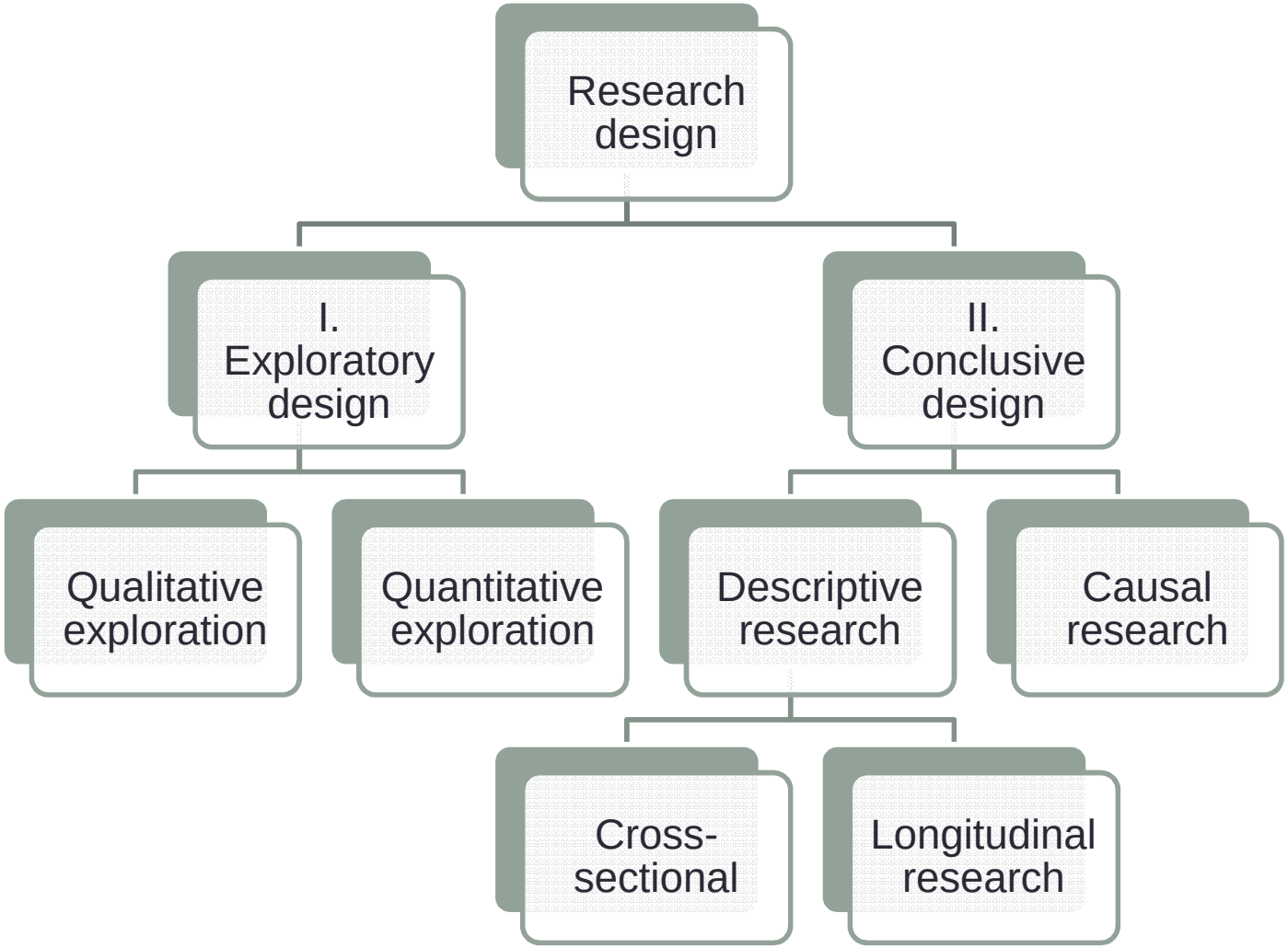
RESEARCH DESIGN

Research design – a framework or plan for conducting the research project. It specifies the details of the procedures necessary for obtaining the information needed to structure or solve the research question/problem.

RESEARCH DESIGN

- Information needed – secondary and primary data
- Decide on the overall design - exploratory, descriptive or causal design
- Construct and pretest an appropriate form for data collection or questionnaire
- Specify the qualitative and quantitative sampling process and sample size
- Develop a plan of qualitative and/or quantitative data analysis

RESEARCH DESIGN



Differences b/w exploratory and conclusive research

	EXPLORATORY	CONCLUSIVE
Objectives	- To provide insights and understanding of the nature of phenomena - To understand	- To test specific hypotheses and examine relationships - To measure
Characteristics	- Information needed is loosely defined - Research process is flexible, unstructured and may evolve - Samples are small - Data analysis can qualitative or quantitative	- Information needed is clearly defined - Research process is formal and structured - Sample is large and aims to be representative - Data analysis is quantitative
Findings/results	- Can be used in their own right - May feed into conclusive research - May illuminate specific conclusive findings	- Can be used in their own right - May feed into exploratory research - May set a context to exploratory findings

I. EXPLORATORY DESIGN

- Primary objective – provides insight into and an understanding of phenomena when the researcher does not have enough information on it

- Usage:
  - The subject of the study cannot be measured in a quantitative manner
  - The problem must be defined more precisely
  - Additional insights needed before confirming findings (by using conclusive design)

I. EXPLORATORY DESIGN – QUALITATIVE EXPLORATION

- ETHNOGRAPHIC RESEARCH
- GROUNDED THEORY
- FOCUS GROUPS
- IN-DEPTH INTERVIEWING
- PROJECTIVE TECHNIQUES

ETHNOGRAPHY & GROUNDED THEORY

- ETHNOGRAPHIC RESEARCH – a research approach based on observation and interviewing (sometimes called participant observation)

- GROUNDED THEORY – a qualitative approach to generating theory through the systematic and simultaneous process of data collection

FOCUS GROUP DISCUSSIONS

FOCUS GROUP DISCUSSION -

a discussion conducted by a trained moderator among a small group of participants in an unstructured and a natural manner

FOCUS GROUPS

ADVANTAGES

- **Synergy** – a group of people will generate a wider range of info, insight and ideas than an individual
- **Snowballing** – one person's comment triggers a chain reaction in others
- **Stimulation** – participants are willing to express their ideas since there a general level of excitement
- **Security** – if the feelings are similar, people are willing to 'open up'

DISADVANTAGES

- **Misjudgment** – moderator bias
- **Moderation** – difficult to moderate; depends on the chemistry in the group
- **Messiness** – the unstructured nature of the responses makes coding, analysis and interpretation difficult

IN-DEPTH INTERVIEWING

IN-DEPTH INTERVIEWING -

an unstructured, direct personal interview in which a single participant is probed by an experienced interviewer to uncover motivations, beliefs, attitudes and feelings on a topic

IN-DEPTH INTERVIEWING

ADVANTAGES

- Uncover a great depth of insight than focus group'
- Attribute the responses directly to the participant
- Results in free exchange of information
- Easier to arrange than focus group

DISADVANTAGES

- The lack of structure makes the result susceptible to the interviewers' influence
- The length of the interview, combined with high costs results in low number of in-depth interviews
- The data obtained can be difficult to analyze and interpret

IN-DEPTH INTERVIEWING

PIECE OF ADVICE

- Do your best to develop empathy with the participant
- Make sure the participant is relaxed and comfortable
- Be friendly to encourage and motivate participants
- Note issues that interest the participants and develop questions around these issues
- Do not accept brief ‘yes’ or ‘no’ answers
- Note the issues that participants have not explained clearly enough that need probing

PROJECTIVE TECHNQUES

PROJECTIVE TECHNIQUES –

an unstructured and indirect form of questioning that encourages participants to project their underlying motivations, beliefs, attitudes and feelings regarding the issues of concern

II. CONCLUSIVE DESIGN

- Primary objective – describe a specific phenomenon, test specific hypotheses and examine specific relationships
- Typically, more formal and structured than exploratory research
- Based on large, representative samples and the data obtained is subjected to quantitative analysis

II. CONCLUSIVE DESIGN - USAGE

- To describe the characteristics of the relevant groups, such as consumers, salespeople, organizations, or target market
- To estimate a percentage in a specified population exhibiting certain form of behavior
- To determine the perception of products/services

II. CONCLUSIVE DESIGN - TYPES

DESCRIPTIVE RESEARCH

- Objective: the description of market characteristics or functions
- Information needed is clearly defined
- Research is preplanned and structured

CAUSAL RESEARCH

- Objective: obtain evidence regarding cause-and-effect relationship
- Especially good when:
  - Which variables are the cause (IVs) and which variables are the effect (DVs)?
  - To determine the nature of the relationship b/w the causal variables and the effect to be predicted
  - To test hypothesis

DESCRIPTIVE RESEARCH

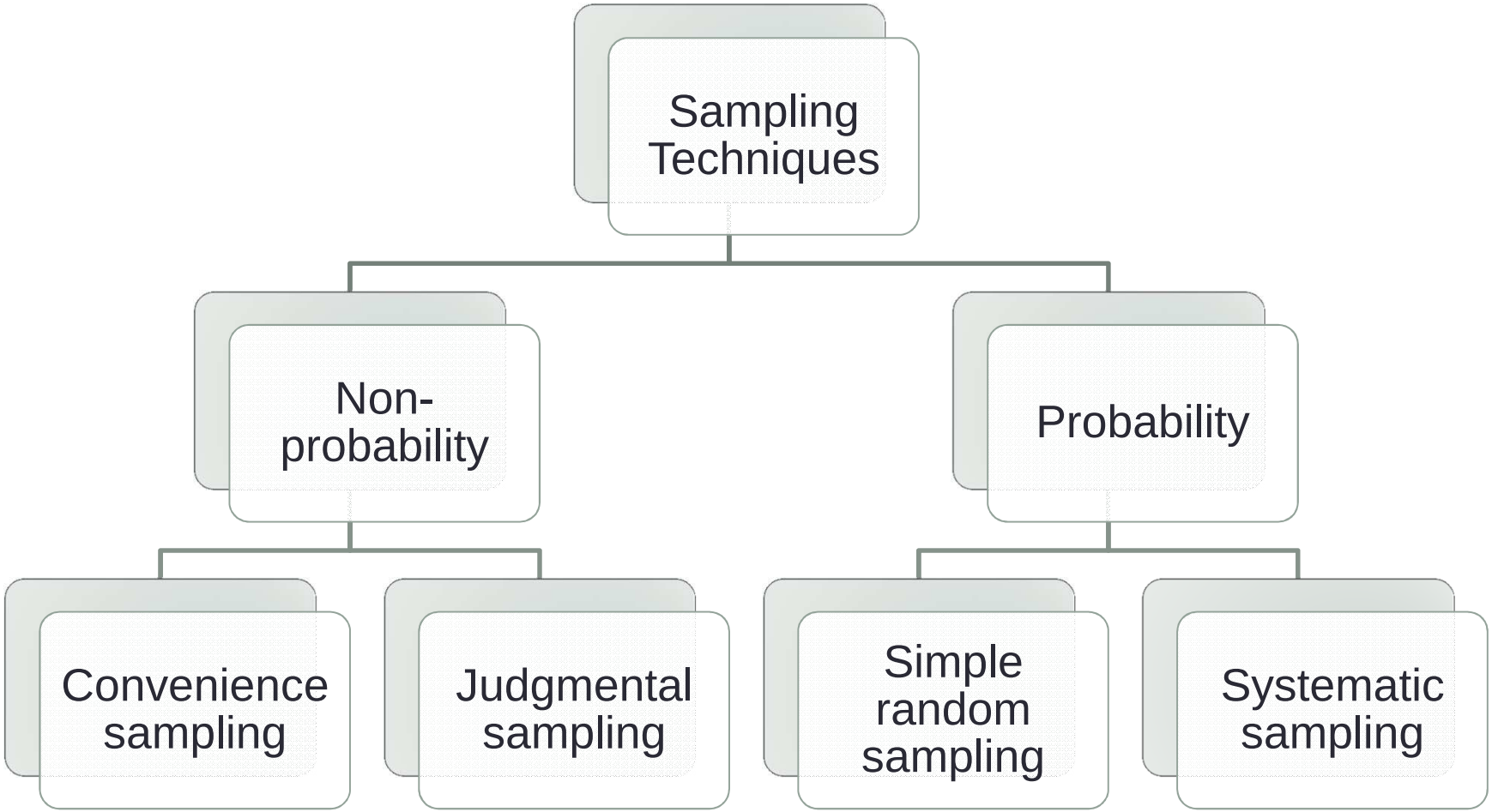
- CROSS-SECTIONAL DESIGN – involves the collection of information from any given sample of population elements only once

- LONGITUDINAL DESIGN – involves a fixed sample of population elements measured repeatedly

CAUSAL RESEARCH DESIGN - EXPERIMENTATION

- EXPERIMENTATION – a set of experimental procedures specifying:
- 1) the test units and sampling procedures
- 2) the independent variables (IVs)
- 3) the dependent variables (DVs)
- 4) the control variables (extraneous variables)

SAMPLING TECHNIQUES



II. CONCLUSIVE DESIGN – QUANTITATIVE METHODS

- SURVEY – a structured questionnaire, administered to a sample of a target population, designed to elicit specific information from the participants

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer written examinations compared with continual assessment	☐	☐	☐	☐	☐

SURVEYS

ADVANTAGES

- Simple to administer
- Data obtained are consistent b/c the responses are limited to the alternatives provided
- Coding, analysis and interpretation of the data is relatively simple

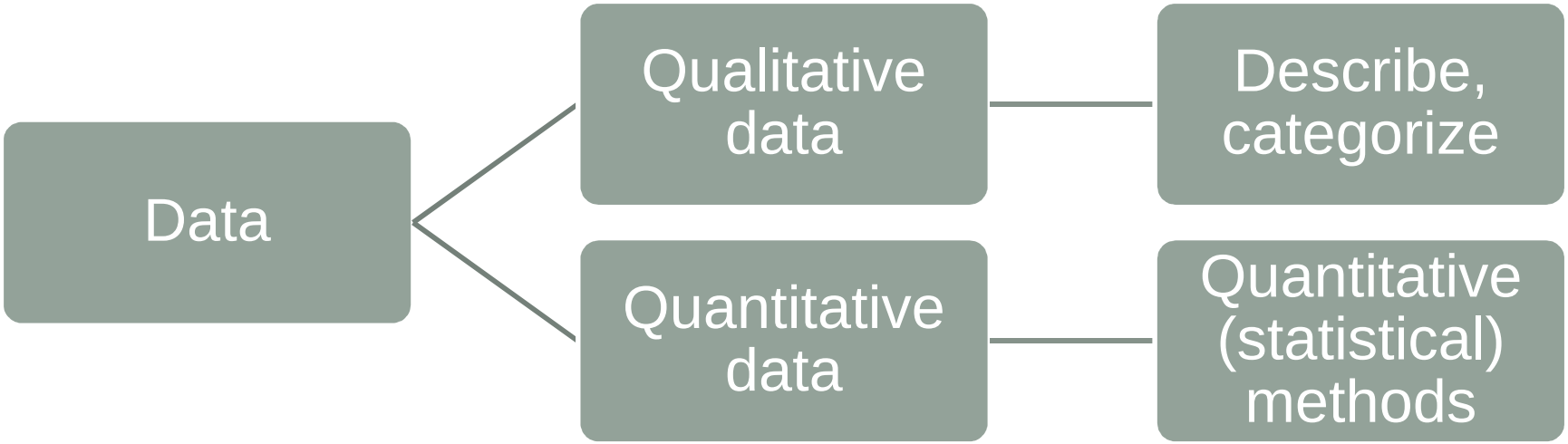
DISADVANTAGES

- Participants may be unable or unwilling to provide the desired info
- The language and the logic of the researcher is imposed in the questionnaire

TYPES OF SURVEYS

- E-mail & online surveys
- Telephone surveys
- Mail surveys
- Face-to-face surveys

ANALYSIS & EVALUATION



ORAL DEFENSE

- Duration of oral defense – 1 hour
  - Presentation – 20 min
  - Q & A session – 20 min
  - Deliberation of the jury – 10 min
  - Feedback – 10 min

- Content of oral presentation
  - Most important points
  - Extend your research

ORAL DEFENSE

- Composition of the jury
  - Your supervisor
  - Assessor – a professor and/or a professional

  - A professional dealing with the problem at stake is worth contacting!