

## PGR Course unit outline 2022/23

<b>Unit code:</b>	<b>BMAN82111</b>
<b>Title:</b>	<b>Developing Research Contributions</b>
<b>Credit value:</b>	<b>15</b>
<b>Semester:</b>	<b>1</b>
<b>Course Coordinator contact details:</b>	Heiner Evanschitzky <a href="mailto:heiner.evanschitzky@manchester.ac.uk">heiner.evanschitzky@manchester.ac.uk</a> AMBS 3.124 +44 (0) 161 275 50101
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<b>Pre-requisites</b> <b>Co-requisites</b> <b>Dependent course units</b> <b>Restrictions</b>	

## Course unit overview

## Aims

Help equip PGRs with an understanding of the scientific research process in order to help define and develop research projects, particularly in relation to the academic literature but also with an understanding of the methodological requirements.

- (1) To provide an introduction to the academic research process
- (2) To identify meaningful and interesting research questions
- (3) To understand and appreciate different types of literature reviews
- (4) To understand the basic choice of research methodologies

## Objectives (Learning outcomes)

On completion of this unit, successful students will be able to:

- Understand the principles of selecting and formulating research topics (Knowledge and understanding)
- Formulate a research gap (Intellectual skills)
- Formulate compelling research questions (Intellectual skills)
- Understand the breadth of research methodologies and how to select them appropriately (Intellectual skills)
- Appreciate the interdependencies between formulating research topics, research questions, research hypotheses and research methodologies (Intellectual skills)
- Appreciate different types of literature reviews (Practical skills)

- Formulate a solid research proposal (Practical skills)
- Present, defend and critically evaluate academic research (Transferable skills and personal qualities)

### **Syllabus content**

The course is divided into 5 sessions for a total of 30 contact hours.

DAY 1: Understanding the PhD research process

- How to make a contribution
- The choice of appropriate methodology(ies)

DAY 2: Literature reviews (1)

- Searching the literature (PRISMA approach)
- Systematic and quantitative approaches (overview)

DAY 3: Literature reviews (2)

- Critical thinking and qualitative literature reviews
- Qualitative literature reviews

DAYS 4 & 5: “Mini-Conference”

- Presenting your research proposal
- Critically evaluating others’ research proposals

### **Methods of delivery**

<b>Lectures</b>	18
<b>Workshop</b>	12
<b>Independent Study</b>	120
<b>Total Study Hours</b>	150

### **Reading List**

#### **Pre Reading:**

- Various Authors (2011-2012), “Publishing in AMJ,” Academy of Management Journal, Various Editorials.
- Saunders, N.K., Lewis, P, Thornhill (2016) ‘Chapter 3: Critically reviewing the literature’ Research Methods for Business Students Pearson

#### **Core Text:**

- Hart, C., (2018): Doing a Literature Review: Releasing the Social Science Research Imagination, Sage
- Sayer, A. (2010) Method in Social Science, Routledge.

#### **Supplementary Text:**

### Textbooks

- Archer, M. (2012): The Reflexive Imperative, Cambridge University Press.
- Alvesson, Mats, and Kaj Sköldbberg. (2018) *Reflexive methodology: New vistas for qualitative research*. London sage
- Alvesson, M., & Deetz, S. (2020). Doing critical research. SAGE Publications Limited.
- Catherine Cassell, Ann Cunliffe & Gina Grandy (Eds.) (2018) Qualitative Research across Boundaries: Indigenization, Glocalization or Creolization?1. In: *The SAGE Handbook of Qualitative Business and Management Research Methods: History and Traditions*. London: Sage
- Hair, J. et al. (various editions; various author teams): Multivariate Data Analysis, Prentice Hall.
- Hart, C (2018) *Doing a Literature Review* London: Sage
- Lipsey, M.W. & Wilson, D.T. (2001): Practical Meta-Analysis, Sage.
- Miles, Matthew B., and A. Michael Huberman (1994): Qualitative Data Analysis, Sage
- Murray R., (2002): How to Write a Thesis, Open University Press.
- Ridley, D. (2008): The Literature Review. A Step-by-step Guide for Students, Sage.

### Methods-Papers

- Bartunek, J.M., Rynes, S.L. & Ireland, R.D (2006): What makes interesting research and why does it matter? *Academy of Management Journal*, 49, 9-15.
- Boyack, K.W. & Klavans, R. (2010): Co-citation analysis, bibliographic coupling, and direct citation: Which citation approach represents the research front most accurately? *Journal of the American Society for Information Science and Technology*, 61(12), 2389–2404.
- Chen, C. (2006): CiteSpace II: Detecting and visualizing emerging trends and transient patterns in scientific literature, *Journal of the Association for information science and technology*, 57(3), 359-377.
- Knopf, J. W. (2006). Doing a literature review. *PS: Political Science and Politics*, 39(1), 127-132.
- Locke, K. & Golden-Biddle, K (1997): “Constructing opportunities for contribution: Structuring coherence and ‘problematizing’ in organization studies,” *Academy of Management Journal*, 40, 1023-1062.
- Saunders, M. N., & Rojon, C. (2011). On the attributes of a critical literature review. *Coaching: An International Journal of Theory, Research and Practice*, 4(2), 156-162.
- Torraco, R. J. (2005). Writing integrative literature reviews: Guidelines and examples. *Human resource development review*, 4(3), 356-367.
- Tranfield, D., Denyer, D. & Smart, P. (2003), “Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review” *British Journal of Management* 14: 207-222.

### Applications (selected types of literature reviews)

#### *Qualitative Reviews (1): Context*

#### Ideology and power in literature reviews and methods

- Almond, P., & Connolly, H. (2019). A manifesto for ‘slow’ comparative research on work and employment. *European Journal of Industrial Relations*,
- Grey, C. (2004). Reinventing business schools: The contribution of critical management education. *Academy of Management Learning & Education*, 3(2), 178-186.

- Fisher, A. (2001) Critical Thinking Cambridge: CUP
- Hart, C (2018) *Doing a Literature Review* London: Sage – critical reading (135-42)
- Ibarra-Colado, E. (2006). Organization studies and epistemic coloniality in Latin America: thinking otherness from the margins. *Organization*, 13(4), 463-488
- Locke, R. M., & Thelen, K. (1995). Apples and oranges revisited: Contextualized comparisons and the study of comparative labor politics. *Politics & Society*, 23(3), 337-367.
- McBride, A. (2015) *Intersectionality: are we taking enough notice in the field of work and employment relations?* [Online] Available from: [https://www.research.manchester.ac.uk/portal/en/publications/intersectionality-are-we-taking-enough-notice-in-the-field-of-work-and-employment-relations\(e99495c1-057d-4363-8732-40f7a6191020\).html](https://www.research.manchester.ac.uk/portal/en/publications/intersectionality-are-we-taking-enough-notice-in-the-field-of-work-and-employment-relations(e99495c1-057d-4363-8732-40f7a6191020).html).
- Mingers, J. (2000). What is it to be critical? Teaching a critical approach to management undergraduates. *Management Learning*, 31(2), 219-237.
- Weston, A., & Imas, J. M. (2018). Resisting colonization in business and management studies: from postcolonialism to decolonization. In Catherine Cassell, Ann Cunliffe & Gina Grandy (Ed.) *The SAGE Handbook of qualitative business and management research methods*, 1, 119-137.

#### *Qualitative Reviews (2): Mechanics and routes*

##### *'Qualitative'/'Traditional' and 'Critical' Approaches to Literature Reviews*

- Denyer D. & Tranfield D. (2009), Producing a literature review, in Buchanan and Bryman (2009), *SAGE Handbook of Organizational Research Methods* (Chapter 39), SAGE Publications Ltd, London,
- EnglandKnopf, J. W. (2006). Doing a literature review. *PS: Political Science and Politics*, 39(1), 127-132.
- Hart, C (2018) *Doing a Literature Review* London: Sage (various chapters)
- Torraco, R. J. (2005). Writing integrative literature reviews: Guidelines and examples. *Human resource development review*, 4(3), 356-367.
- Saunders, M. N., & Rojon, C. (2011). On the attributes of a critical literature review. *Coaching: An International Journal of Theory, Research and Practice*, 4(2), 156-162.

##### *Examples:*

- Rodriguez Ruiz, O., & Martinez Lucio, M. (2010). The study of HRM in Spain: The Americanization of Spanish research and the politics of denial. *The International Journal of Human Resource Management*, 21(1), 125-143.
- Stewart, P. (2013). Lean production and globalization: A “revolutionary” management agenda and the re-making of labour intensification. In Martinez Lucio, M. (ed.) *International Human Resource Management: An Employment Relations Perspective*, 137. (note forthcoming second edition 2022)

#### *Systematic & Quantitative Reviews*

##### *Bibliometric analysis*

- Gurzki, H., Woisetschläger, D.M. (2017): “Mapping the luxury research landscape: A bibliometric citation analysis,” *Journal of Business Research*, 77, 147-166.

- Randhawa, K., Wilden, R., & Hohberger, J. (2016). A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772. <https://doi.org/10.1111/jpim.12312>
- Ruggeri, G., Orsi, L., & Corsi, S. (2019). A bibliometric analysis of the scientific literature on Fairtrade labelling. *International Journal of Consumer Studies*, 43(2), 134-152. <https://doi.org/10.1111/ijcs.12492>

#### Framework and theory development reviews

- Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing* (in press). <https://doi.org/10.1080/0965254X.2019.1569111>
- Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-04-2017-0130>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. <https://doi.org/10.1007/s11747-016-0485-6>

#### Framework-based review

- Khamitov, M., Grégoire, Y., & Suri, A. (2020). A systematic review of brand transgression, service failure recovery and product-harm crisis: integration and guiding insights. *Journal of the Academy of Marketing Science*, 48, 519-542. <https://doi.org/10.1007/s11747-019-00679-1>
- Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90-115. <https://doi.org/10.1080/13602381.2017.1357316>

#### Hybrid-Narrative reviews

- Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25-38. <https://doi.org/10.1016/j.jbusres.2020.03.013>

#### Meta-analysis

- Evanschitzky, H., Eisend, M., Calantone, R.J. & Jiang, Y. (2012): "Success Factors of Product Innovation: An Updated Meta-Analysis," *Journal of Product Innovation Management*, 29 (S1), 21-37.
- Khamitov, M., Wang, X., & Thomson, M. (2019). How well do consumer-brand relationships drive customer brand loyalty? Generalizations from a meta-analysis of brand relationship elasticities. *Journal of Consumer Research*, 46(3), 435-459. <https://doi.org/10.1093/jcr/ucz006>
- Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75. <https://doi.org/10.1007/s11747-016-0503-8>
- Rana, J., & Paul, J. (2019). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*. 44(2), 161-172 <https://doi.org/10.1111/ijcs.12556>

**Morphological analysis**

- Sunder M., V., Ganesh, L. S., & Marathe, R. R. (2018). A morphological analysis of research literature on Lean Six Sigma for services. *International Journal of Operations & Production Management*, 38(1), 149-182. <https://doi.org/10.1108/IJOPM-05-2016-0273>
- Sunder M., V., Ganesh L.S. and Marathe, R. (2019). Dynamic capabilities: A morphological analysis framework and agenda for future research, *European Business Review*, Vol. 31 No. 1, pp. 25-63. <https://doi.org/10.1108/EBR-03-2018-0060>

**Theme-based reviews**

- Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H. H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review* (in press). <https://doi.org/10.1108/IMR-01-2019-0028>
- Jamali, D., & Karam, C. (2018). Corporate social responsibility in developing countries as an emerging field of study. *International Journal of Management Reviews*, 20(1), 32-61. <https://doi.org/10.1111/ijmr.12112>
- Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188. <https://doi.org/10.1016/j.ibusrev.2018.04.008>
- Lim, W. M. (2016). Understanding the selfie phenomenon: current insights and future research directions. *European Journal of Marketing*, 50(9/10), 1773-1788. <https://doi.org/10.1108/EJM-07-2015-0484>
- Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342. <https://doi.org/10.1016/j.jwb.2017.01.003>
- Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165. <https://doi.org/10.1016/j.jretconser.2017.06.004>
- Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257. <https://doi.org/10.1016/j.jbusres.2017.12.049>

**Theory-based reviews**

- Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44. <https://doi.org/10.1016/j.emj.2018.10.004>
- Hassan, L. M., Shiu, E., & Parry, S. (2016). Addressing the cross-country applicability of the theory of planned behaviour (TPB): A structured review of multi-country TPB studies. *Journal of Consumer Behaviour*, 15(1), 72-86. <https://doi.org/10.1002/cb.1536>

**Theory-Context-Characteristics-Methodology (TCCM)-based reviews**

- Canabal, A., & White III, G. O. (2008). Entry mode research: Past and future. *International Business Review*, 17(3), 267-284. <https://doi.org/10.1016/j.ibusrev.2008.01.003>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global / international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830-858. <https://doi.org/10.1108/IMR-10-2018-0280>

- Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *The World Economy*, 40(11), 2512-2527. <https://doi.org/10.1111/twec.12502>

### Assessment

Mode of Assessment	Length required	Weighting within unit
The course is assessed by means of a piece of written literature analysis and review. Students can choose (in close coordination with their supervisor and the course tutor) which type of literature review they want to do. They are required to submit a 3,000-word literature review and provide a 15-minute presentation defending their work.	3,000 words 15 minutes presentation	100%
<b>Resits:</b> Same assignment as above. The presentation will however be recorded.	3,000 words 15 minutes recorded presentation	100%

### Feedback methods

**Written feedback** will be provided on the literature review. The following criteria will be used:

- Formulating the problem (E.g. review's purpose has been identified; key concepts/constructs have been defined; research questions have been formulated)
- Searching and screening the literature (E.g. Relevant studies have been identified; transparent and appropriate screening for inclusion/exclusion of studies has been applied)
- Assessing quality of studies to be included (E.g. Research design and methods used in the primary studies have been appraised, methodological standards have been recognised, possible biases in primary studies have been identified)
- Extracting data (E.g. Relevant, applicable information from each of the primary studies included in the review have been extracted)
- Analysing and synthesizing data (E.g. Evidence from primary studies has been collated, summarized, aggregated, organized, and compared; cumulative evidence has been appropriately interpreted and discussed; findings have been related to the research questions)
- Methodological appraisal (E.g. Analyses have been conducted "state-of-the-art"; appropriate methods/statistics have been used; methodological standards have been recognised/trustworthiness of the data assessed)

Furthermore, we will evaluate the written piece of assessment against these **generic criteria**:

- Structure

- Critical evaluation of sources
- Evidence of independent thinking
- Standard of academic writing
- Standard of referencing
- Standard of presentation

**Verbal feedback** will be provided during and after the presentation of the literature review.

#### **Feedback from students**

In addition to the course unit evaluation questionnaire, students are encouraged to give feedback through emails and conversations at any time, and using the online questionnaire near the end of the semester

### **Social Responsibility**

*AMBS aims for our graduates to develop not only academic and professional skills, but also a sense of social, ethical and environmental responsibility towards the societies of which they are part. Please give details of how social responsibility is addressed in your course unit by highlighting any knowledge or skills that support students' social and ethical understanding and conduct.*

Ethics, in particular research ethics will be an integral part of this course. We will discuss research integrity and the importance of “speaking the truth” for researchers, irrespective of consequences.

*Please indicate by ticking the box(es) below, which specific aspect of SR your module is linked to:*

☐

A UN SDGs\*

☐

Environmental Sustainability

☒

Other (please specify)

Research ethics & integrity

*\* If a UN SDG, please note which one by reviewing the list [here](#)*

*For additional support on how embed SR into your module, please review the resources here:*

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=51837>

<https://documents.manchester.ac.uk/DocuInfo.aspx?DocID=47017>