Introduction to Business Research Methods
PhD-course
Fall 2019

COURSE INFORMATION

Course leader:
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Introduction to Business Research Methods is a PhD course and a compulsory part of the PhD programme at the Department of Business Administration, Lund University. The course is 15 University Credit Points (UCP).

The aim of the course is to offer an overview of the different methodological choices available for researchers within the various sub-disciplines of business research or management studies. The idea of the course is to prepare the participants for the work with their PhD-theses as well as for the specialized courses in qualitative and quantitative methods on the PhD-program. Another aim of the course is to offer an opportunity for the participants to reflect upon the various stages in the research process: from the formulation of a research problem to writing up and publishing the research results.

The course consists of a series of seminars and lectures and an individual final take-home exam will be given at the end of the course. The classes have both lecture and seminar components and all classes are compulsory. Please, contact the course leader if you can’t make it to class.
Literature

Texts and articles according to the detailed schedule below (Texts marked with * will be provided).

**SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Room</th>
<th>Topic</th>
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<tbody>
<tr>
<td>12 Sep</td>
<td>10-12</td>
<td>Room 3053 (Alfa)</td>
<td><strong>Introduction:</strong> The course, research, academic life and so on… (Peter Svensson)</td>
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   **Preparations:**

   Prepare a three minutes presentation of your PhD-project. Even if you are very early in the PhD-studies (or perhaps even have just started), try to describe your ideal project to the rest of the group. Also read the following text (which is written for sociologists but might be of relevance for management researchers as well):


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<tbody>
<tr>
<td>12 Sep</td>
<td>13-15</td>
<td>Room 3053 (Alfa)</td>
<td><strong>Creating problems, asking research questions (Peter Svensson)</strong></td>
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   **Readings:**


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<tr>
<td>19 Sep</td>
<td>10-12</td>
<td>Room 3053 (Alfa)</td>
<td><strong>Research design (Peter Svensson)</strong></td>
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<tr>
<td>24 Sep</td>
<td>10-12</td>
<td>Room 3053 (Alfa)</td>
<td><strong>“The contribution”: Taking part in the academic conversation (Peter Svensson)</strong></td>
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   **Readings:**


26 Sep  10-12  Room 3053 (Alfa)  The role and function of theory (Peter Svensson)

Readings:

No readings but I would like you to prepare a brief presentation where you try to answer the following four questions:

1. What theory/theories do you think would be meaningful/useful/interesting (and so forth) for you in your PhD-project?
2. What does the theory/do the theories allow you to see, observe, detect, reveal, discover etc?
3. What kinds of questions does it/do they allow you to ask?
4. What methods are called for as a consequence of this theory/theories?

3 Oct  13-15  Room 3053 (Alfa)  Methods for theorizing processes (Anna Brattström)

This session seeks to encourage a discussion on process research, navigating the link between different types of process theory building efforts and different types of process data and analytical methods. Process theory is about how things emerge, change or terminate over time. Process data comes in various forms. Some process data is generated by researchers through interviews, observations or longitudinal surveys. Other process data is generated by organizational members themselves, such as through emails, chatlogs or mobile phone positionings. In the seminar, we will reflect on the benefits and tradeoffs that comes with different types of data and analytical methods. We conclude by identifying promising avenues for empirical process research, stimulating a discussion about how to bridge from empirics to dynamic theory.

Readings:


Cronin, M. A., & Vancouver, J. B. (2019) "The only constant is change: Expanding theory by incorporating dynamic properties into one’s models”. In S. E. Humphrey & J. M. LeBreton (Eds.), The handbook of multilevel theory, measurement, and analysis: 89-114. Washington, DC, US: American Psychological Association.*

16 Oct  13-15  Room TBA  Ethics, emotions and politics in qualitative research (Monika Müller)

Readings:


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| 23 Oct   | 13-16 | Room 3053 (Alfa) | Qualitative interviews (Monika Müller and Stephan Schaeffer) | Readings:  
Schaefer S and Alvesson M. Epistemic Attitudes and Source Critique in Qualitative Research. Journal of Management Inquiry, Online First  
| 31 Oct   | 13-15 | Room 3053 (Alfa) | Observations and organizational ethnography (Peter Svensson) | Readings:  
Atkinson, P. 2006. "Why do fieldwork?", *Sociologisk forskning*, 2006:2, pp. 129-134. (will be distributed)  
| 6 Nov    | 10-11 | Room TBA | Studying quantities (Pierre Carbonnier, Department of Statistics) | Readings:  
| 21 Nov   | 10-12 | Room 3053 (Alfa) | Quantitative methods (Johan Anselmsson) | Readings:  
TBA |
| 21 Nov   | 13-15 | Room 3053 (Alfa) | Quantitative methods (Johan Anselmsson) | Readings:  
TBA |
| 28 Nov   | 10-12 | Room 3053 (Alfa) | Quantitative methods (Johan Anselmsson) | Readings:  
TBA |
Readings:
TBA

28 Nov 13-15 Room 3053 (Alfa) Quantitative methods (Johan Anselmsson)
Readings:
TBA

5 Dec 10-16 Room 3053 (Alfa) Academic writing (Nick Butler)
TBA

11 Dec 10-12 Room 3053 Document studies (Peter Svensson)
Readings:


12 Dec 10-12 Room 3053 (Alfa) Analyzing qualitative data (Peter Svensson) & The end
Readings:

EXAMINATION

The course will be individually examined in the form of an individually written essay on a topic that the student formulates after discussions with the course leader in November-December. Deadline for the essay is 20 January, 2020. Grades: Pass or Fail.