

ADMI 6715/0U1
Metodología Investigativa para las
Ciencias Gerenciales y Administrativas

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Clase: Martes 1:30 pm – 4:15 pm
Oficina: Por cita previa.

COURSE DESCRIPTION

This course is designed to lay the foundation of good empirical research in the managerial sciences. It will introduce the assumptions and the logic underlying social research. Students will become acquainted with a variety of approaches to research design, and they will be mentored in applying them. As a result, the elements of a publishable research paper will be reviewed and each student will have the opportunity for hands-on experience developing a paper that can be published in a peer-reviewed journal.

Students will learn how to evaluate the products of empirical research and will be guided in developing their own research projects. They will be evaluated on their ability to critique and offer constructive criticism to fellow student proposals and projects. Project proposals will be presented orally to the class. Students will be assigned as a discussant of a project proposal and will be expected to have questions and suggestions as a peer-reviewer. Both project and critiques will be evaluated for each student. In addition there will be three assignments.

EVALUATION	WEIGHT (%)	SCORE (/100)	WEIGHT × SCORE
Assignment I	10%		
Assignment II	10%		
Assignment III	10%		
Project Proposal	10%		
Draft Paper	10%		
Final Paper	35%		
Peer-evaluation	5% + 5% = 10%		
Participation & Conduct	5%		
Total	100%	SUM = GRADE =	

Note: Make-up assignments will not be offered in this course. If students miss a component, students will receive a grade of zero for that component. If a student has a valid medical reason (requiring medical documentation), their final grade will be computed based on a re-weighting of the remaining components. If students are late for class, or absent from class, this will adversely affect their Participation & Conduct score.

TEXTBOOK (Required)

Bryman, A., & Bell, E. (2015). *Business research methods*. Oxford university press. It is available in paperback for \$72 on Amazon.com.

ISBN-13: 978-0199668649 | **ISBN-10:** 0199668647

Note that the 3rd edition is available in Kindle and ebook for \$60 Bryman, A., & Bell, E. (2011). *Business Research Methods 3e*. Oxford university press.

ISBN-13: 978-0199583409 | **ISBN-10:** 0199583404

LECTURE NOTES, READINGS

All students must obtain an account from Dropbox.com. This is a remote server from which students can gain access to the course Dropbox account. The Dropbox folder will contain the course lecture notes and the course readings. In addition, a personal folder will be maintained for each student in order to share resources for student papers. The lecture notes and readings must be downloaded from the site, printed and reviewed in advance of lectures and in preparation for class assignments. They are also excellent reference material for conducting research. A list of reference books for research will be provided in the Dropbox as well as a reference for APA citation style. Some of these books in the list of references are available in the UPRRP library collections, as indicated. Some important data and information can be found at the links below.

DATA SOURCES

- 1) There are econometric data sources on the web through:
 - usa.gov/statistics
 - International Financial Statistics (IFS)
 - Instituto de Estadística de Puerto Rico (Puerto Rico Institute of Statistics)
 - usatradeonline.gov
- 2) Also, through the University of Puerto Rico Libraries' bases de datos, the following databases are available:
 - ABI/INFORM Complete
 - Business & Company Resource Center
- 3) UPRRP subscribes to access two financial data repositories:
 - I. Wharton Research Data Services (WRDS) - accounts can be obtained through the Centro de Investigaciones Comerciales e Iniciativas Académicas (CICIA) located in AMO 403 to access or online at cicia.uprrp.edu/index.html:
 - COMPUSTAT
 - Centre for Research in Security Prices (CRSP)
 - II. Bloomberg Professional
 - Online Training (4 hours of videos) available to all students in OSUNA library; or remotely
 - Bloomberg videos (two of them): youtube.com/user/baeupr

COMPUTER, INTERNET & PRINTER

Students should have a computer with internet access, as well as a printer. Reading & Research websites are listed below. In addition, website links (provided below) can be used to efficiently produce statistical computations. Lecture notes and supplemental readings can be distributed via Dropbox. Students should print them, review them and bring them to class.

ATTENDANCE AND CLASSROOM ETIQUETTE

Attendance is mandatory and punctuality is required. The schedule for this course will require that students attend **all** lectures and that students arrive on time. Laptops and tablets will only be permitted for in-class research. Cell phones **must not** be used in class and the sound (including vibration) should be turned off. Students found texting or frequently leaving the classroom to take or make calls are disrupting the flow of the class. All students are penalized when one violates the classroom etiquette.

RESEARCH PROJECT

Objective of the research project: To frame a research question that can be adequately studied and for which a publishable paper can be written in the 4-month semester. The research question should be one that has never been answered before. In the process of conducting this research the aim is to explore or discover something that no one else has. This will be accomplished through, first, assessing the state of knowledge regarding the question (literature review), second, determining a methodology and collecting relevant data to find an answer to that question (methods), and finally, analyzing and interpreting those results in both a written and oral presentation (results, discussion and conclusion). Project proposals will be presented in a 20 to 30-minute time slot and critiqued in a subsequent 15-minute session led by the discussant (a classmate). Final projects will be presented on the **final day of class**. Final paper presentations will be presented in a 20 to 30-minute time slot and critiqued in a subsequent 15-minute session led by the discussant (a classmate). There will be a penalty for going over the time limits indicated above. The paper should be prepared for the course with a maximum of 35 double-space pages in length excluding the references.

Draft papers will be due one week before the last day of class. Draft papers should be sent by email to the discussant, and placed into the student Dropbox folder for the class to see. Following subsequent revisions based on the critique provided, a final paper and presentation of the paper will take place on the last day of class. The final version of the paper will be due the following week. The week should provide ample time for revisions following the input of peer-evaluation, and my evaluation at the presentations. Papers must follow a format provided in the lecture materials, which includes (1) keywords, (2) an abstract, (3) three experts in the field qualified to evaluate their paper, (4) the rationale for a suitable peer-reviewed journal to submit the manuscript and (5) the name and date of a suitable conference to present the paper.

Journal Submission

The final paper produced must be prepared for publication in a suitable academic journal. This might be identified by the student in the Journal Quality List that will be shared in the course Dropbox folder as the file called *Journals_Revised.xlsx*, or by some other method. The instruction to authors on the elected journal's website will provide guidelines. Although submitting the paper for publication, and/or having the paper accepted for publication are not requirements of the course, students will proceed in the spirit of having their research published in a peer-reviewed journal. If students choose to submit their manuscripts to a journal following the course, I will be available to work as a coauthor on editing and developing the paper for publication. The paper should be submitted for publication observing the limit restrictions of the

journal and therefore may have to be modified. A one-paragraph rationale must be provided to support the journal choice. Ideally, if students feel a review of their grammar and syntax is necessary, students will submit their paper to an editor within two weeks of the due date of the draft.

Conference Submission

Further, in the spirit of academia, a paper (or an abstract) must be submitted to an appropriate conference with a suitable deadline date. A one-paragraph rationale must be provided to support the student's choice of conference and a confirmation of the submission must be sent with the draft paper.

GRADE SCALE

90% a 100 % “A” | 80% a 89% “B” | 70% a 79% “C” | 60% a 69% “D” | 0% a 59% “F”

LANGUAGE

The language of instruction for this course will be English. There is a broader audience for publications in English. So students are encouraged to submit their assignments and paper revisions in English. However, it is my experience that students will be best served if they complete assignments and their paper revisions in the language that they feel most comfortable. If students choose to, they can then use online translators (translate.google.com) to assist them with the conversion to English to finalize their work just prior to submission.

SPECIAL NEEDS

In accordance with law 51 of June 7, 1996 students with disabilities must inform the professor at the beginning of the semester in order to plan to have any special needs met. This is the recommendation of the Oficina de Asuntos para las Personas con Impedimento (OAPI) del Decanato de Estudiantes.

COURSE OUTLINE

- UNIT I What is Theory? | Research Process: Ideas & Evidence | Research Ethics | Introduction to the Library | Literature Review | Making a Contribution | Journal Quality List
- UNIT II Making Sense of Data | Units and Levels of Analysis | Experimentation and Sampling: Common Problems and Pitfalls
- UNIT III Logic of Experimentation and Measurement | Validity and Reliability
- UNIT IV Descriptive Statistics | Positivism & Non-Positivism
- UNIT V Elaboration: Inference, Causality & Causal Inference