

Research methodology

Course content:

• I. Strategic options in scientific research
• II. Construction and realization of a research project
• III. Documentation in scientific research
• IV. Hypotheses of the research
• V. The strategy of the research: methods, techniques, procedures and instruments
• VI. Testing of the hypotheses and the validation of results

Bibliography

- Zait D., Spalanzani Alain, La recherche en management et economie. Reperes epistemologiques et methodologiques, L'Harmattan, Paris, 2008.
- Zait D., A.Spalanzani, A. Zait, Construcția strategică a cercetării. Opțiuni metodologice : între logic și euristic, Sedcom Libris, Iasi, 2015.
- Blumberg, B., Cooper, D.R., Schindler, P.S., Business Research Methods, McGraw Hill, 2011 (or any previous or newer edition)

Evaluation

- 1) 50% written test (can be on Blackboard, from a distance, or other platform that allows taking the test from abroad – 15 multiple choice questions from the course content)
- 2) 50% research papers (three papers, each about 3-5 pages)

Students will have to prepare three materials/papers, on the following subjects:

1. Identification and formulation of the research problem

- origin

- context of the research problem and motivation

- research questions - what do you intend to find answers for

2. Research aim, objectives and hypotheses

3. Choice of a research methodology and a justification of this choice;

methods you intend to use, techniques, instrument

All materials will be done for a research problem of their choice – for their doctoral theses.

Prof.dr. Dumitru ZAIT