

Syllabus: Research Methods in International Business (MA) (2021S) (4ECTS)

Course Instructor:

Dr. Francesco Debellis,
Chair of International Business, University of Vienna, Faculty of Business, Economics and Statistics, Department of Marketing and International Business
Email: francesco.debellis@univie.ac.at
Office hours for students: by appointment only
For all inquiries, please contact Judith Ladenstein, Tel. +43 1 4277-38012,
Email: judith.ladenstein@univie.ac.at
Webpage: <https://international-business.univie.ac.at/>

Course Description and Objectives

This course aims to provide a broad overview of the different approaches, strategies, and data collection methods relating to research in International Business. During the course, students will learn to identify research gaps, evaluate literature pertinent to the research objectives, and select the suitable methodology to respond to the different research questions. Finally, students will learn to write academically a complete research proposal that may be conducted in the future. The research skills developed on this course will prove invaluable in both academic and business contexts.

The course assumes an active participation of the students and will be based on the discussion of research papers and the contribution of some eminent guest lecturers. At the end of the course, students will be able to:

- Identify research problems in International Business.
- Select and evaluate the relevant literature pertinent to the IB research objectives.
- Identify and justify the basic components of the research framework, relevant to the tackled IB research problem.
- Have a basic knowledge of different research methods in IB.
- Write a well-structured IB research proposal

Course Textbook and Additional Readings:

All reference material will be uploaded on a weekly basis on moodle.

Course Evaluation:

- 70% Research proposal
- 20% Group presentations
- 10% Participation in class discussion

The student has to submit by the end of the course a **Research Proposal** (around 2,000 words, excluding title pages, appendices, and references) that proposes a suitable methodological approach to a given IB research question chosen by the student. The proposal will explain and justify the choice of research design. The Research proposal is aimed to inform the methodological approach for a possible IB dissertation project.

Group presentations will involve groups of students presenting empirical papers published in leading International Business journals in order to appreciate and discuss the various issues discussed in class during the course.

Participation in class considers the active participation of students who contribute to the formation of a constructive debate in the classroom.

Lecture	Date	Topic
1	10 th March	Introduction and philosophy of International business research
2	17 th March	What is interesting and tips for writing
3	24 th March	Reviewing the literature
Easter break		
4	21 st April	Designing international business research
5	28 th April	Experimental research <i>Guest lecture by Prof. G. Halkias (TUM Munich)</i>
6	5 th May	Crafting qualitative research (1) <i>Guest lecture by Prof. E.Rondi (University of Bergamo)</i>
7	12 th May	Crafting qualitative research (2)
8	19 th May	Crafting quantitative research <i>Guest lecture by Prof. G. Campopiano (Lancaster University)</i>
9	2 nd June	IB Paper vivisection - Group Presentation (1)
10	9 th June	IB Paper vivisection - Group Presentation (2)
11	16 th June	IB Paper vivisection - Group Presentation (3)
12	23 rd June	IB Paper vivisection - Group Presentation (4)