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

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