Research methodology in International Business

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 material:

slides + papers and material included in the syllabus and uploaded on moodle.

Course evaluation:

- 60% Research proposal
- 30% 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.