Research Development Workshop

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Class Dates: 29-30 November 2016
Teaching Language: English
Target audience: Masters and Ph.D. students. Post Doc students are also welcome.
Prerequisites: Masters courses in strategic management and alliance management at the chair BWL 6 and “Haupt- oder Projektseminar” including their method courses are prerequisites.

Objectives:
The purpose of this course is to enhance students’ research skills and provide guidance for developing their Masters or PhD theses in the area of strategic management. The course covers the full research cycle from topic choice, framing, literature review, theory development, research design, data collection, analysis, reporting, and write-up with the aim of preparing projects for submission to management journals. The course includes lectures, student presentations, class discussion and feedback, as well as individual consultation meetings.

Format:
The course will begin with a lecture on the topic "Getting your research published in top journals". In this lecture the instructor will share with students tips and suggestions for how to excel in all the stages of the research project, how to conduct the research, how to enhance the intended contribution, position the study, develop convincing theory, design the research properly, manage the data collection, perform the analysis, and report the results. In addition, the lecture will illustrate the review process in top management journals, and provide some tips for preparing the research project for submission, including typical criteria for reviewers' evaluations. Sufficient time will be allocated for Q&A to address students' questions.

The second module will include student presentations of their research projects. In preparation for this module, students will submit a summary of their research project in writing ahead of the course. In addition, they will prepare a 15-minute presentation of their research project, which they will deliver in class. Each presentation will be followed by a 15-minute discussion and Q&A involving the participants, including detailed feedback from the instructor.

The second module includes individual meetings with students in which students will meet personally with the instructor to discuss their research projects in more detail and receive more elaborate guidance for developing their research projects. The discussion will rely on the presentation from the second module and the summary of the research project. A typical meeting is expected to last 30-45 minutes.

Schedule:

November 29, 2016
9:00-11:00: Lecture on "Getting your research published in top journals"
11:00-13:00: four student presentations
13:00-14:00: lunch break
14:00-18:00 (estimated): eight student presentations

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9:00-12:30: five student consultation sessions
12:30-13:30: lunch break
13:30-18:00: seven student consultation sessions

November 30, 2016
9:00-12:00: additional consultation meetings by appointment

Deliverables:

1. Submit by November 24, 2016: Summary of research project
   Students will submit via email a summary of their research project. The summary will be at the range of 1000-1500 words. The summary will include the following elements:
   - Student name
   - Title of the project
   - Research question
   - Motivation for the research/ Research gap
   - Intended contributions
   - Theory development including hypotheses (for empirical research)
   - Research setting/sample
   - Data sources
   - Measures (for empirical research)
   - Analysis techniques
   - Results (grounded theory for qualitative research)
   - Conclusions and implications

2. Submit by November 29, 2016: Presentation of research project
   Students will present their research project in class. The Power-Point presentation will include the same elements as the summary of the research project and should be planned for 15 minutes. To the extent that the project is still at an early stage, presentations can focus on those tasks that were already accomplished and discuss the plans for the completion of the project. Students are expected to submit their presentation via email the day before the scheduled presentation.

Recommended Reading list:
There are no required readings for this course. Students that are interested in expanding their training on related topics can read some of the following materials before or after the course: http://aom.org/Publications/AMJ/Author-Resources.aspx
These articles focus on AMJ, but are highly relevant for other top management journals.