Ph.D. Program
26:620:557 Social Science Research Methods
Fall 2014

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Office Hours: Before and after class, or by appointment
Course Web Page: blackboard.rutgers.edu

Required Textbook:
Approaches to Social Research (1999) by Royce Singleton and Bruce C. Straits.

Suggested Software:
No software is required. In class examples will utilize SPSS, STATA and EQS. Students that have the software can follow the examples using their laptops. Others can follow using their eyes and ears.

COURSE DESCRIPTION
This course provides an introduction to the research process in the social and behavioral sciences as applied to research in public affairs and business administration. It is designed for doctoral students who intend to conduct empirical research in scholarly journals. The objective of the course is to help students gain competence in initiating and conducting empirical studies in the different applied areas in business administration and public affairs. We will draw on applied research that has disciplinary foundations in economics, psychology, and sociology. The course is designed so that, in their own areas, students will learn how to proceed from having a basic research question to a testable research design and methodology. The course will offer broad exposure to research methods in diverse areas such as organizational behavior, strategy, marketing, international business and supply chain management.

Topics covered include theory development, selection and framing of research questions, measurement development, reliability, validity, relevant statistical techniques, and the writing and the publication process of a research paper. Although some basic knowledge of statistics would help understand the above topics, this introductory course does not require advanced knowledge about statistical techniques.

A key aim of the class is to have students write the first 2/3 of a journal article. This means the intro, theory section and a detailed methodological plan for undertaking the proposed study. This plan will include all of the issues we discuss in class, including sampling, measurement, and research design using any of the methods we’ve covered in class (or qualitative research, which we have not covered). First, presentations will be given in class so students can benefit from comments provided by other students and by myself. Students will use these comments to modify their research and write the research paper. A final exam that will cover all the topics learned in course will be given in the last week classes.

GRADING
Participation to Class Discussions 10%
Assignments 15%
Presentations 15%
Final Exam 30%
Research Paper 30%
COURSE REQUIREMENTS

1. Class usually consists of discussion of readings and reporting of any assignments. Students are expected to complete all relevant reading and assignments prior to class and to actively participate in class discussions.

2. Each student will be responsible of two article summaries, each of them only one page in length, for which they will have to provide a copy for all class participants. Each student will present the article that they summarized.

3. The final exam will be based on a critical review of a journal article. Students will need to know all topics covered in class.

4. The term paper is an original proposal or paper. Proposals written for other classes may be turned into papers for this class. A complete proposal should consist of sections that include introduction, literature review and hypotheses, and methods, and should be modeled after empirical papers published in top journals in the student’s chosen field. Specifically, the proposal should describe the research question, justify its relevance and significance, review theory and research, and describe the proposed sample, measurement and procedure for data collection. The proposal should be constructed as if it were the first 2/3 of a top journal article.

Tentative Course Schedule

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>9/4</td>
<td>Introduction</td>
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| 2    | 9/11  | **Scientific Research: Paradigms, Theories, Hypotheses**  
Readings:  
Book, Chapters 1-3.  
| 3 | 9/18 | **Theory development, Causality, Correlation, Mediation and Moderation**  
**Readings:**  
Book, Chapter 4.  

| 4 | 9/25 | **Research designs, Qualitative Research, Empirical Research, Sampling and Sample Selection Bias**  
**Readings:**  
Book, Chapters 6 (Sampling) and 11(Field Research)  


34. Spreitzer, Gretchen M. (1995) Psychological, Empowerment In The Workplace: Dimensions,
| 6 | 10/9 | **Experimental Research: Mean Tests, ANOVA, Regression**  
**Readings:**  
Book, Chapters 7-8.  
| 7 | 10/16 | **Construct Development: EFA**  
**Readings:**  
| 8 | 10/23 | **Survey Research: CFA**  
**Readings:**  
Book Chapters 9-10  

47. Tobacyk, Jerome J.; Babin, Barry J.; Attaway, Jill S.; Socha, Stanislaw; Shows, David; James, Kevin.(2011) Materialism through the eyes of Polish and American consumers, Journal of Business Research, Vol. 64 Issue 9, p. 944-950


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<tr>
<th>9</th>
<th>10/30</th>
<th>Regression and SEM models</th>
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| 10 | 11/6 | Regression and SEM models: Exercises |
| 11 | 11/13 | PRESENTATIONS |
| 12 | 11/20 | PRESENTATIONS |
| 13 | 11/25 | PRESENTATIONS |
| 14 | 12/4 | FINAL EXAM |
| 12/11 | TERM PAPER SUBMISSION |