

SIMA-SIM SCHOOL OF RESEARCH METHODS

Summer Edition: *Introduction to research methods*

Polo Universitario di Imperia (Università di Genova) - IMPERIA

18th-20th July 2022

Program

Registration and Welcome Lunch

Monday 18th July, 12:00-14:30

Arrival of participants, registration and welcome lunch

Icebreaking and Research Proposal Discussion

Monday 18th July, 14:30-16:30

Giovanni Battista Dagnino – LUMSA

Rossella Chiara Gambetti – Università Cattolica del Sacro Cuore

Elena Casprini – Università di Siena

The Summer School starts with icebreaking activities. After a short introduction by the five senior scholars in the group, each participant will present a research pitch on their doctoral proposal in the plenary venue. Then, the one-to-one discussion will follow in a “research speed-dating” format. School participants will have the opportunity to discuss their research with one senior scholar. Note that the doctoral proposals are submitted following the one-page template provided in advance by the School organizers.

Epistemological Perspectives

Monday 18th July, 16:30-18:00

Giovanni Battista Dagnino – LUMSA

Giovanni Battista Dagnino is Chair of Management and Professor of Digital Strategy at the University of Rome LUMSA, Palermo Campus, where he is the Founding Director of the MSc Program in Economics and Management, Chair of the Scientific Committee of LUMSA Digital Hub, and Chair of the Departmental Committee on Sustainability. He is known for pioneering inquiry on coopetition strategy, as well as the scrutiny of temporary competitive advantage. He is currently conducting investigation on digital transformation strategy, phygital transition, digital mindset, and big data analytics. He authored/edited several books, chapters and articles in leading management journals.

Contents

This session is aimed to buttress students in achieving an insightful appreciation of the essence and unfolding mechanisms underlying the research process and engender the fundamental *preconditions* to develop the skills required to conduct inquiry and write scholarly research publishable in academic journals. The targeted knowledge to achieve is concerned with the key guidance for understanding theory construction and development, literature review, and research design.

Teaching materials

Presentations and references will be provided by the instructor

Introduction to Quantitative Methods

Tuesday 19th July, 9:00-13:00

Matteo Corciolani – Università di Pisa

Matteo Corciolani is an Associate Professor at the Department of Economics and Management, University of Pisa, Italy. He has a PhD in Business Administration from the University of Pisa. He teaches Marketing and Marketing Communications and his research interests focus mainly on Consumer Behavior and Marketing Communications. His projects include the consumption and production of authentic items, food consumption, and corporate social responsibility communication. He has published in several journals, such as the European Journal of Marketing, Marketing Theory, and the Journal of Marketing Management.

Contents

The session provides an introduction to the main quantitative methods used in social research and management. In detail, the following topics will be covered:

- Empirical translation of theory into quantitative research
- Variables and operationalization
- Univariate and bivariate analysis
- Contingency tables, t-tests and ANOVA, correlations, linear and logistic regressions

Teaching materials

Slides will be provided by the instructor.

Introduction to Qualitative Methods

Tuesday 19th July, 14:30-18:00

Rebecca Pera – Università di Torino

Rebecca Pera is Associate Professor at the Department of Management - University of Turin where she teaches Strategic Marketing, Digital Marketing and Consumer Behavior. Her research interests focus on issues related to creative consumer behaviors, consumer well-being, co-creation and consumer storytelling. Her work has been published in numerous international journals in the areas of marketing and consumer behavior, including the *Journal of Interactive Marketing*, *Psychology and Marketing*, *Journal of Business Research*, *Journal of Strategic Marketing*, *Annals of Tourism Research*, *Tourism Management* and *The Journal of Strategic Information Systems*.

Content

The session discusses the role and challenges of qualitative research in managerial sciences. After examining the foundations of qualitative research we will review some of the most consolidated and well established qualitative methods:

- in-depth interview
- focus groups and generative sessions

The module will also devote a focus on more innovative methods such as:

- netnography, digital ethnography and
- visual methods

We will analyze three themes which are often objects of both frustration and confusion: qualitative data analysis and interpretation; qualitative research for theory generation; and a quest for scientific pluralism.

Teaching materials

Presentations and references will be provided by the instructor.

Dealing with the review process

Wednesday 20th July, 9:00-13:00

Antonella Zucchella – Università di Pavia

Antonella Zucchella is professor of Marketing and of Circular entrepreneurship at the University of Pavia in Italy. She has been visiting professor in various universities in Europe and the US and visiting researcher at Harvard Business School in 2019. Her research interests are in international entrepreneurship, international business, sustainability and circular entrepreneurship. She published several articles in international journals and is also author of books on entrepreneurship. She has been awarded by International Business Review for the best article in 2018, she received the Emerald literati award for most outstanding paper in Multinational Business Review in 2017, twice awarded for the best paper in the International Business conference AIB. She has been keynote speaker in several international conferences.

Content

One of the key challenges in the academic path is facing the review process. This session provides some recommendations and tips to overcome some of the difficulties you may encounter in publishing your research.

Teaching materials

Slides by the instructor

Lunch and Closing remarks

Wednesday 20th July, 13:00-15:00

Giovanni Battista Dagnino – LUMSA

Rossella Chiara Gambetti – Università Cattolica del Sacro Cuore

Elena Casprini – Università di Siena

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