



Research Methodologies Workshop

Instructor(s): **Wilson Bastos**

Biographical Note:

Wilson Bastos is Assistant Professor of Marketing at Católica-Lisbon. He earned his Ph.D. in Marketing at the University of Arizona. His research focuses on consumer happiness, consumer-to-consumer verbal sharing (word-of-mouth), material versus experiential purchases, and branding. Before earning his Ph.D., he received a BA and an MBA degrees from the University of Texas at San Antonio and worked at firms in different industries in the United States (e.g., Monaco International Wood Sales, Black & Decker).

Workshop Objectives:

This workshop aims to provide an overview of research methodologies, offering a set of skills that will allow students to write up a project that improves understanding of a significant managerial or academic problem. It has as main objectives:

1. To introduce to the master thesis writing procedures.
2. To develop skills on how to read and analyze articles published in international journals.
3. To teach how to search and choose for a research topic.
4. To offer a wide variety of scientific academic skills
5. To teach how to write up an academically relevant literature review.

Workshop Description:

Católica Lisbon School of Business & Economics is a worldwide leader in management research, through the work of the members of Catholic University of Portugal. This also includes the MSc students work, which is developed during the research semester in which students are expected to complete their master thesis.

In order to prepare students for this research semester in which they are expected to produce quality research, students need to attend and obtain approval on the Research Methodologies Workshop, which is normally offered four times per academic year. Students should attend the workshop when they are about to initiate the semester in which they will write their thesis. This workshop includes two sessions of mandatory attendance that will offer students with a set of academic skills critical to develop a research project.



Workshop Structure:

Session 1:

- **Workshop presentation**
 - Structure and approval requirements
- **What is “to do research”**
 - Research versus common sense
 - The researcher’s role
 - What comes first: theory or research?
- **Master Thesis structure**
 - Different formats (academic dissertation, applied project, dissertation workshop, thesis with case studies)
 - Structure and content of different chapters
- **The importance of reading academic articles**
 - Academic literature: Journals & rankings
 - How to search and read academic articles
 - References- format and citation method
 - Scientific articles analysis
- **Assignment 1: “Importance of articles”- To search and analyze one academic article (more detail will be provided in class)**

Session 2:

- **Students presentations (assignment 1)**
- **Choosing a topic**
 - Wrestling with research ideas: how to choose a topic
 - Narrowing process: reaching an interesting topic
 - Managerial and academic relevance
 - The role of reviewing past literature
- **How to write a Research Proposal**
 - Structure and important things to include
 - Writing Style
- **How to write a Literature Review**
 - What is it? General objectives
 - “Spider web”- how to generate a reference list
 - Theory and hypotheses
 - Research questions
 - Conceptual Framework



Grading:

Grading will take place in the format approved/not approved. Approval is necessary to be eligible for thesis defense.

In order to obtain approval, students need to:

1. Attend the two sessions that will offer students with a set of academic skills critical to develop a research project.
2. Deliver assignment 1 (due before session 2).¹

You should email the assignment to: master.affairs.clsbe@gmail.com, **before** the second class meeting.

Important :

- a) You will send to this email the powerpoint slides that you used to summarize the paper.
- b) The first slide **must** contain your name, title of the paper you read, and the name of the journal. The second page **must** show a printscreen of the first page of that paper (the page showing the paper's title and abstract).
- c) On the email's subject line, you should write the discipline of the paper that you are summarizing (e.g., Accounting, Finance, Marketing, Organizational Behavior, Economics).

Main Readings:

Recommended Textbook:

- White, Brian and Rayner, Steve (2014), *Dissertation Skills for Business and Management Studies* - 2nd Edition, UK: Cengage Learning EMEA.

Additional future readings:

- Fisher, Colin (2010), *Researching and Writing a Dissertation for Business Students*, UK: Prentice Hall (third edition).
- Tabachnick, Barbara and Linda Fidell (2006), *Using Multivariate Statistics*, USA: Pearson (5th edition).

Contact(s) and Office hours:

Contact: wilson.bastos@ucp.pt

Office hours: by appointment.

¹ Remote participation is extremely special circumstances upon the professor's approval.