

B794
Research Methods and Design, PhD Seminar
Winter 2015 Course Outline

Human Resources and Management Area
DeGroote School of Business
McMaster University

COURSE OBJECTIVE

This seminar course provides an exposure to research design and methodologies in business with particular emphasis on examples from human resources and management, information systems and marketing. Course material will equip students with basic skills to critically evaluate and design research projects.

INSTRUCTOR AND CONTACT INFORMATION

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Seminar Location: DSB 421

Seminar meeting dates and location:
Wednesdays, January 7 – April 8, 1:00-4:00 pm

COURSE DESCRIPTION

This seminar provides an exposure to issues and techniques of questionnaire and survey development, instrument design and selection, psychometrics, and qualitative and quantitative methods in the context of a research project. A research proposal by the end of course is required.

COURSE FORMAT

This course is designed in a seminar format. Each meeting will have a specified focus for discussion and will require a selected student to take the responsibility for leading the discussion. The selected student will specify the issues for discussion based on a thorough review of the assigned readings and will keep the discussion focused on the selected topic.

PERFORMANCE EVALUATION

Class preparation, presentation and participation	50%
Research Proposal	50%

Class presentation and participation: Students are expected to read the required material on time and be prepared to discuss with minimum facilitation. Contributions to class discussions will be assessed on the basis of the student's ability to comprehend, analyze, synthesize and evaluate the assigned readings.

Research Proposal: Each student will select a topic of interest and will prepare a research grant proposal complete with a justified research plan, budget calculations, time estimates and ethics forms. The SSHRC Standard Research Grant forms will be used for the research proposal.

Readings for research proposal:

Steinberg, J. (2004). Obtaining a research grant: A granting agency's view. In Darley, J. M., Zanna, M. P., & Roediger III, H. L. (Eds.) *The Compleat Academic: A Career Guide*: 153-168. Second Ed., New York: Random House.

Sternberg, R. J. (2004). Obtaining a research grant: The applicant's view. In Darley, J. M., Zanna, M. P., & Roediger III, H. L. (Eds.) *The Compleat Academic: A Career Guide*: 169-184. Second Ed., New York: Random House.

Zeytinoglu, I.U. (2006) How to prepare a successful SSHRC grant application: A repeat grantee views. *ORS Research Application Workshop Presentation*, McMaster University.

Grading

Letter Grade	Percent
A+	90 - 100
A	85 - 89
A-	80 - 84
B+	75 - 79
B	70 - 74
B-	60 - 69
F	00 - 64

ACADEMIC DISHONESTY

It is the student's responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicIntegrity.pdf>

This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

<http://www.mcmaster.ca/academicintegrity>

REQUIRED COURSE MATERIALS AND READINGS

APA (2009). *Publication Manual*. 6th Ed. Washington, D.C.: APA. (<http://www.apastyle.org/>)

Recommended texts:

- Bickman, L. & Rog, D.J. (Eds.) (2009). *The Sage Handbook of Applied Social Research Methods*. 2nd Ed. Thousand Oaks: Sage.
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. 4th ed. Thousand Oaks, CA: Sage Publ.
- Darley, J. M., Zanna, M. P., & Roediger III, H. L. (Eds.) (2004). *The Compleat Academic: A Career Guide*. Second Ed., New York: Random House.
- Fowler, F. J., Jr. (2013). *Survey Research Methods* (5th Ed). Applied Social Research Methods Series. Newbury Park, CA: Sage.
- Huff, A.S. (1999). *Writing for Scholarly Publication*. Thousand Oaks, CA: Sage.
- Lee, T.W. (1999). *Using Qualitative Methods in Organizational Research*. Thousand Oaks: Sage.
- Pedhazur, E.J. & Pedhazur Schmelkin, L. (1991). *Measurement, Design, and Analysis: An Integrated Approach*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Rogelberg, S.G. (Ed.) (2004). *Handbook of Research Methods in Industrial and Organizational Psychology*. Malden, MA: Blackwell Publishers.
- Whitfield, K. & Strauss, G. (Eds.) (1998). *Researching the World of Work: Strategies and Methods in Studying Industrial Relations*. Ithaca & London: ILR Press, Cornell University.

Recommended Readings:

See “From the editors” seven-part series published in the *Academy of Management Journal* starting with February 2011 issue. Also see George, G. (2012) “From the editors Publishing in *AMJ* for non-U.S. Authors” *Academy of Management Journal*, 55(5): 1023-1026.

RESEARCH INVOLVING HUMAN SUBJECTS

If your hands-on exercise involves collecting data from human subjects and/or organizations you must obtain prior approval from the Research Ethics board. Further information is provided below.

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://www.pre.ethics.gc.ca/eng/policy-politique/initiatives/tcps2-eptc2/Default/>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines:

<http://www.mcmaster.ca/ors/ethics>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

MISSED ACADEMIC WORK

Late assignments will not be accepted. No extensions are available except under extraordinary circumstances. Please discuss any extenuating situation with your instructor at the earliest possible opportunity.

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

www.degroote.mcmaster.ca

STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

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<http://library.mcmaster.ca/about/copying.pdf>

COURSE SCHEDULE & READING LIST

Session and Topic	Articles
<p>Week 1: Introduction: Research Design Issues <i>(Isik – January 7)</i></p>	<p>Bartunek, J.M., Rynes, S.L. & Ireland, R.D. (2006). What makes management research interesting and why does it matter? <i>Academy of Management Journal</i>, 49(1): 9-15.</p> <p>Van Maanen, J., Sorenson, J.B. & Mitchell, T.R. (2007). The interplay between theory and method. <i>Academy of Management Review</i>, 32(4): 1145-1154.</p> <p>Kochan, T.A., Guillen, M.F., Hunter, L.W. & O’Mahony, S. (2009). Introduction to a special research forum- public policy and management research: finding the common ground. <i>Academy of Management Journal</i>, 52(6): 1088-1101.</p> <p>Creswell, J. W. (2013). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. 4th ed. Thousand Oaks, CA: Sage Publ. (Chapters 1-3)</p> <p>Bickman, L. & Rog, D.J. (2009). Applied research design: A practical approach. In Bickman, L. & Rog, D.J. (Eds.) <i>Handbook of Applied Social Research Methods</i>, 2nd ed.: pp. 3-43 (Chapter 1). Thousand Oaks: Sage.</p> <p>Aguinis, H., Pierce, C.A., Bosco, F.A., & Muslin, I.S. (2009). First decade of <i>Organizational Research Methods</i>: Trends in design, measurement, and data-analysis topics. <i>Organizational Research Methods</i>, 12(1): 69-112.</p>
<p>Week 2: Research Ethics <i>(Isik – January 14)</i></p>	<p>Aguinis, H & Henle, C. A. (2004). Ethics in research. In Rogelberg, S.G. (Ed.) <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>: 34-56. Malden, MA: Blackwell Publishers.</p> <p>Academy of Management Code of Ethical Conduct. http://aom.org/About-AOM/Code-of-Ethics.aspx</p> <p>Broad, W. & Wade, N. (1982). Betrayers of the truth: Cases of fraud in the idealized world of science. <i>Equinox</i>, 85-94.</p> <p>Rosenthal, R. (1994). Science and ethics in conducting, analyzing and reporting psychological research. <i>Psychological Science</i>, 5, 127-134.</p> <p>Review ethics guidelines at http://reo.mcmaster.ca/</p> <p>Creswell, J. W. (2013). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. 3rd ed. Thousand Oaks, CA: Sage Publ. (Chapter 4)</p> <p>Honig, B. & Bedi, A. 2012. The fox in the hen house: A critical examination of plagiarism among members of the academy of management. <i>Academy of Management Learning and Education</i>, 11(1):101-123.</p> <p>Research ethics exercise (will be explained in class the week before). Also, briefly read this article for class discussion: http://www.nytimes.com/2011/11/03/health/research/noted-dutch-psychologist-stapel-accused-of-research-fraud.html</p>

<p>Week 3: Research Methods: Qualitative Research Design and Techniques (Interviews, Focus Groups, Case Study) <i>(Isik – January 21)</i></p>	<p>Maxwell, J. A. Designing a qualitative study. Bickman, L. & Rog, D.J. (Eds.) (2009). <i>The Sage Handbook of Applied Social Research Methods.</i>, 2nd Ed. (Chapter 7). Thousand Oaks: Sage.</p> <p>Bachiochi, P.D. & Weiner, S. (2004). Qualitative data collection and analysis. In Rogelberg, S.G. (Ed). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>: 161-183. Malden, MA: Blackwell Publishers.</p> <p>Cunliffe, A. (2012). Crafting Qualitative Organizational Research. CARMA – VCU. (View video presentation and read ppt slides). http://www.pubinfo.vcu.edu/carma/login.asp IMPORTANT: REGISTER http://carma.wayne.edu/VideoLibrary.asp (Library #82)</p> <p>Creswell, J. W. (2013). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. 3rd ed. Thousand Oaks, CA: Sage Publ. (Chapters 5-7 & 9)</p> <p>Suddaby, R. (2006). From the editors: What grounded theory is not. <i>Academy of Management Journal</i>, 49(4): 633-642.</p> <p>Easterby-Smith, M., Golden-Biddle, K. & Locke, K. (2008). Working with pluralism: Determining quality in qualitative research. <i>Organizational Research Methods</i>, 11(3): 419-429. [Optional readings: the 4 other papers in this special issue: Fendt & Sachs; Amis & Silk; Pratt; Saval et al.]</p> <p>Rubenstein, P. (2011). Why (and how) the growth of social media has created opportunities for qualitative research in organizational development. <i>The Industrial-Organizational Psychologist</i>, 49(2): 19-26.</p> <p>Additional recommended text: Marshall, C. & Rossman. (2011). <i>Designing Qualitative Research</i>. 5th ed., Sage.</p> <p>Sample readings (for class discussion purposes, briefly review):</p> <p>Mehri, D. (2006). The darker side of the lean: Perspectives on the realities of the Toyota Production System. <i>Academy of Management Perspectives</i>, 20(2): 21-42.</p> <p>Zeytinoglu, I.U., Lillevik, W., Seaton, B.M. & Moruz, J. (2004). Part-time and casual work in retail trade: stress and other factors affecting the workplace. <i>Relations industrielles/ Industrial Relations</i>, 59(3): 516-543.</p>
<p>Week 4: Mixed Methods: Research & Participatory Action Research <i>(Isik – January 28)</i></p>	<p>Creswell, J. W. (2013). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. 3rd ed. Thousand Oaks, CA: Sage Publ. (Chapter 10)</p> <p>Tashakkori, A. & Teddlie, C. (2009). Integrating qualitative and quantitative approaches to research. In Bickman, L. & Rog, D.J. (Eds.) <i>Handbook of Applied Social Research Methods</i>, 2nd ed.: (Chapter 9). Thousand Oaks: Sage.</p> <p>Whyte, W.F., Greenwood, D.J. & Lazes, P. (1991). Participatory action research: through practice to science in social research. In Whyte, W.F. (ed). <i>Participatory Action Research</i>. Thousand Oaks: Sage. (Chapter 2).</p> <p>Khanlou, N. & Peter, E. (2005). Participatory action research: considerations</p>

	<p>for ethical review. <i>Social Science & Medicine</i>, 60: 2333-2340.</p> <p>Pratt, M.G. (2009). From the editors: for the lack of a boilerplate: Tips on writing (and reviewing) qualitative research. <i>Academy of Management Journal</i>, 52(5): 856-862.</p> <p>Sample reading for PAR: Hajdukowski-Ahmed, M., Pond, M., Zeytinoglu, I.U. & Chambers, L. (1999). "We are making a difference": The women's worksite action group, a participatory action research project. In Denton, M., Hajdukowski-Ahmed, M., O'Connor, M., & Zeytinoglu, I.U., (Eds.), <i>Women's Voices in Health Promotion</i>: 122-137. Toronto: Canadian Scholars' Press.</p> <p>Review papers for research proposal</p>
<p>Week 5: Foundations for Quantitative Research 1: Reliability & Validity <i>(Willi – February 4)</i></p>	<p>Pedhazur, E.J. & Pedhazur Schmelkin, L. (1991). <i>Measurement, Design, and Analysis: An Integrated Approach</i>. Hillsdale, NJ: Lawrence Erlbaum Associates. Chapter 5.</p> <p>Murphy, K.R., & DeShon, R. (2000). Interrater correlations do not estimate the reliability of job performance ratings. <i>Personnel Psychology</i>, 53, 873-900.</p> <p>Schmidt, F.L., Viswesvaran, C., & Ones, D. S. (2000). Reliability is not validity and validity is not reliability. <i>Personnel Psychology</i>, 53, 901-912.</p> <p>Cronbach, L.J. & Shavelson, R.J. (2004). My current thoughts on coefficient alpha and successor procedures. <i>Educational and Psychological Measurement</i>, 64, 391-418.</p> <p>Tavakol, M. & Dennick, R. (2011). Making sense of Cronbach's alpha. <i>International Journal of Medical Information</i>, 2, 53-55.</p>
<p>Week 6: Foundations for Quantitative Research 2: Validity and Power <i>(Willi – February 11)</i></p>	<p>Binning, J. F. & Barrett, G. V. (1989). Validity of personnel decisions: A conceptual analysis of the inferential and evidential bases. <i>Journal of Applied Psychology</i>, 74, 478-494.</p> <p>Pedhazur, E.J. & Pedhazur Schmelkin, L. (1991). <i>Measurement, Design, and Analysis: An Integrated Approach</i>. Hillsdale, NJ: Lawrence Erlbaum Associates. Chapters 3 & 4.</p> <p>MacKenzie, S.B., Posakoff, P.M., & Podsakoff, N.P. (2011). Construct measurement and validation procedures in MIS and behavioral research: Incorporating new and existing techniques. <i>MIS Quarterly</i>, 35, 293-334.</p> <p>Cohen, J. (1992). A power primer. <i>Psychological Bulletin</i>, 112, 155-159.</p> <p>Murphy, K. (2002). Using power analysis to evaluate and improve research. In S. G. Rogelberg, (2002). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>. Malden, MA: Blackwell Publishers.</p>
<p>Reading Week</p>	<p>Feb 16-23</p>

<p>Week 7: Quantitative Research Methods I: Data Collection <i>(Willi – February 25)</i></p>	<p>Cook, T. D., Campbell, D.T., & Peracchio, L. (1990). <i>Quasi-Experimentation</i>: In M.D. Dunnette and L.M. Hough (eds.), <i>Handbook of Industrial and Organizational Psychology</i> (2nd ed.), vol. 1. Palo Alto, CA: Consulting Psychologists Press, 491-576.</p> <p>Landers, R.N. & Behrend, T.S. (in press). An inconvenient truth: Arbitrary distinctions between organizational, mechanical Turk, and other convenience samples. <i>Industrial and Organizational Psychology</i>.</p> <p>Podsakoff, P.M., MacKenzie, S.B, Lee, J.Y., & Podsakoff, N.P. (2003). Common method bias in behavioral research: A critical review of the literature and recommended remedies. <i>Journal of Applied Psychology</i>, 88, 879-903.</p> <p>Burton-Jones, A. (2009). Minimizing method bias through programmatic research. <i>MIS Quarterly</i>, 33, 445-471.</p> <p>Huffcutt, A.I., (2002). Research perspectives in meta-analysis. In S. G. Rogelberg, (2002). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>. Malden, MA: Blackwell Publishers.</p> <p>Wu, J, & Lederer, A. (2009). A meta-analysis of the role of environment-based voluntariness in information technology acceptance. <i>MIS Quarterly</i>, 33, 419-432.</p>
<p>Week 8: Quantitative Research Methods II: Data Investigation <i>(Willi – March 4)</i></p>	<p>Bagozzi, R.P. (2011). Measurement and meaning in information systems and organizational research: Methodological and philosophical foundations. <i>MIS Quarterly</i>, 35, 261-292.</p> <p>Roth, P.L. & Switzer III, F.S. (2002). Outliers and influential cases: Handling those discordant contaminated maverick rogues. In S. G. Rogelberg, (2002). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>. Malden, MA: Blackwell Publishers.</p> <p>Switzer III, F.S. & Roth, P.L. (2002). Coping with missing data. In S. G. Rogelberg, (2002). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>. Malden, MA: Blackwell Publishers.</p> <p>Conway J.M. & Huffcutt, A.I. (2003). A review and evaluation of exploratory factor analysis practices in organizational research. <i>Organizational Research Methods</i>, 6, 147-168.</p>
<p>Week 9: Construction of Measures and Tests <i>(Willi – March 11)</i></p>	<p>Ghiselli, E.E., Campbell, J.P., & Zedeck, S. (1981). <i>Measurement Theory for the Behavioral Sciences</i>. San Francisco, CA: Freeman. (Ch. 12, 13).</p> <p>Marakas, G.M, Johnson, R.D., & Clay, P.F. (2007). The evolving nature of the computer self-efficacy construct: An empirical investigation of measurement construction, validity, reliability, and stability over time. <i>Journal of the Association of Information Systems</i>, 8, 16-46.</p> <p>Hands-On Exercise: Construction and Administration of Scale, Data Collection, Analysis, and Interpretation. This exercise is intended to provide you with practice working with data and may be a pilot study in the area of your proposed dissertation research (in the past, some students have presented the results at academic conferences and even published them in refereed journals).</p>
<p>Week 10: Quantitative Research Methods III: Surveys Survey research design:</p>	<p>Rogelberg, S.G, Church, A. H., Waclawski, J. & Stanton, J.M. (2004). Organizational Survey research. In Rogelberg, S.G. (Ed). <i>Handbook of Research Methods in Industrial and Organizational Psychology</i>: 141-160. Malden, MA: Blackwell Publishers.</p>

<p>(Isik – March 18)</p>	<p>Creswell, J. W. (2013). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. 3rd ed. Thousand Oaks, CA: Sage Publ. (Chapter 8).</p> <p>Fowler, Jr., F. J. & Cosenza, C. (2009). Design and evaluation of survey questions. Bickman, L. & Rog, D.J. (Eds.) <i>Handbook of Applied Social Research Methods</i>, 2nd ed.: (Chapter 12). Thousand Oaks: Sage.</p> <p>Ployhart, R. E. (2007). Theoretical and methodological issues in the design of longitudinal research. CARMA – VCU. (View video presentation and read ppt slides). http://www.pubinfo.vcu.edu/carma/login.asp (Video Library 24)</p> <p>Information on Statistics Canada and other data sources will be provided.</p>
<p>Week 11: Survey research techniques: (Isik – March 25)</p>	<p>Pedhazur, E.J. & Pedhazur Schmelkin, L. (1991). <i>Measurement, Design, and Analysis: An Integrated Approach</i>. Hillsdale, NJ: Lawrence Erlbaum Associates. (read Chapters 14 & 15: Nonexperimental designs and Introduction to sampling)</p> <p>Fowler, Jr., F. J. (2013). <i>Survey Research Methods</i> (5th Ed). Applied Social Research Methods Series, Vol. 1. Newbury Park, CA: Sage. (review all, read particularly Chapters 6-10)</p> <p>Rogelberg, S.G. (2006). Non-response to organizational surveys. CARMA-VCU. (View video presentation and read ppt slides). http://www.pubinfo.vcu.edu/carma/login.asp (Video Library 20)</p> <p>Stanton, J.M. (2006) Issues with internet data collection. CARMA-VCU. (View video presentation and read ppt slides). http://www.pubinfo.vcu.edu/carma/login.asp (Video Library 19)</p> <p>Reips, U-D & Birnbaum, M.H. (2011). Behavioural Research and Data Collection via the Internet. In K.P.L. Vu & R.W. Proctor, <i>Handbook of Human Factors in Web Design</i>: 563-585. (2nd ed.) Boca Raton, FL: CRC Press.</p> <p>Sample online survey application: LimeSurvey https://www.limesurvey.org/en/</p>
<p>Week 12: Managing the Research, Writing, & Publication Process (Willi – April 1)</p>	<p>Locke, L.F., Spiduso, W.W., & Silverman, S.J. (2000). <i>Proposals That Work: A Guide for Planning Dissertations and Grant Proposals</i>. Fourth Ed., Thousand Oaks, CA: Sage. Part 1 (Chapters 1-7)</p> <p>Darley, J. M., Zanna, M. P., & Roediger, H. L. (Eds.) (2003). <i>The Compleat Academic: A Career Guide</i>. Second Ed., New York: Random House. Chapters 10 & 11.</p> <p>Barley, S. R. (2006). When I write my masterpiece: Thoughts on what makes a paper interesting. <i>Academy of Management Journal</i>, 49(1): 16-20.</p>
<p>Week 13: Research Proposals</p>	<p>One-on-one meetings.</p>
<p>Research Proposals are due April 15, 2015, 1pm.</p>	