1. JUSTIFICACIÓN CURSO

The field of International Business (IB) is permanently experiencing transformations, and this is reflected in the themes and methods of research in IB. This course is designed to introduce IB students to the stages of the research process, and to provide strong foundations in methodological aspects of doing research in International Business.

2. OBJETIVOS GENERALES DEL CURSO

2.1. To develop a fundamental understanding of the processes involved in doing research.
2.2. To develop skills to design and conduct research.
2.3. To encourage reflexion on the different stages of the research cycle.
2.4. To promote multidisciplinary, collaborative research and applied research in areas related to International Business.

3. DESCRIPCIÓN ANALÍTICA DE CONTENIDOS


Specific objectives:
To provide an understanding of the role of the ontological and epistemological assumptions, as well the values and motivations of the researcher. To explore how the conceptualization of the social world and the natural world affect and reinforce each other. To reflect on different conceptualisations and domains of IB inquiry.

Learning and teaching strategies:
Interactive seminar.

References:

3.2. II. Scientific and Applied Research

**Specific objective:**
To recognize the differences and the relationship between pure scientific research and applied research in International Business.

**Learning and teaching strategies:**
Interactive seminar.

**References:**


3.3. III. Research Strategy and Methodological Pluralism

**Specific objective:**
To identify the systematic actions necessary to design and carry out a research and to deliver research results. To recognise the influence of multiple disciplines and contexts in the study IB and how these affect the pluralism in research methodology.

**Learning and teaching strategies:**
Interactive seminar.

**References:**
3.4. IV. Methods of Enquiry: Quantitative, Qualitative and Mixed Research Approaches in IB

Specific objective:
To explore different approaches to scholarly and scientific inquiries to produce reliable and valid knowledge in international business.

Learning and teaching strategies:
Interactive seminar.

References:

3.5. V. Literature Review

Specific objective:
To show an understanding on the importance of a systematic review of the existing body of literature in the proposed topic of study. To gain knowledge on methods to compile a literature review.

Learning and teaching strategies:
Interactive seminar.

References:
5. University of California Berkeley. Citation styles. Available online at: http://www.lib.berkeley.edu/instruct/guides/citations.html

3.6. VI. Ethics in International Business Research
Specific objective:
To discuss the impact of IB research in society. To identify the characteristics of an ethical research in IB.

Learning and teaching strategies:
Interactive seminar.

References:


3.7. VII. The Research Proposal

Specific objective:
To understand the instances involved in developing a research question. To help the students discover/invent the core of the research, by framing the research question and develop a coherent and comprehensive research proposal.

Learning and teaching strategies:
Interactive seminar.

References:


4. EVALUACIÓN
4.1. (30%) Written reports concerning the first four sections. (4 reports, each worth 7.5%)
4.2. (20%) Annotated bibliography
4.3. (20%) Debate: The Ethics of Research
4.4. (30%) Comprehensive Literature Review

5. BIBLIOGRAFIA GENERAL

5.1. Aceno, Francisco José & José Carlos Casillas. 2005. Current paradigms in the
ternational management field: An author co-citation analysis International Business
Review, 14(5): 619-39

5.2. Aggarwal, Raj, Colm Kearney, & Jenny Berrill. 2006. Classifying MNCs in
International Business: Implications for Research Design and Strategy, Working
Paper Series: SSRN.

5.3. Aguilera, Ruth V., Ricardo Flores, & Paul M. Vaaler. 2007. Is it All a Matter of
Grouping? Examining the Regional Effect in Global Strategy Research, Working
Paper Series: SSRN.

McGraw-Hill.

Socio-Economics, 31(4): 343-53

Managerial and entrepreneurial approaches to knowledge management Long Range
Planning 37(6): 505-24


5.9. Chandy, P.R. & Thomas G.E. Williams. 1994. The impact of journals and authors on
International Business Research: a citational analysis of JIBS articles. Journal of


international business and trade: report from a Delphi study Journal of World
Business, 40(2): 111-23

3-9.

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Studies Association, Hilton Hawaiian Village, Honolulu, Hawaii.


5.15. Gould, Steve. 2007. How to write a literature review Birmingham City University.


5.34. Sharpe, Diana Rosemary. 2006. Shop floor practices under changing forms of managerial control: A comparative ethnographic study of micro-politics, control and...
5.34. resistance within a Japanese multinational Journal of International Management, 12(3): 318-39


