

The courses of *RESEARCH METHODS* for PhD students

Compulsory course for PhD's in Management

Reardon, James – professor from University of Northern Colorado, USA. The following seminar contents are tailored to the doctoral participants at Vilnius University. The seminar is meant to prepare doctoral students to be more successful in publishing in academic journals.

Date and place: seminars will be held on 3, 5, 9, 11 of November at 9:00 – 12:00 in room no. 310.

COURSE OUTLINE

1. Practical publishing in academic journals -- Targeting, focusing, and tips to publish

- Types of publications. Which to target and which to avoid. General discussion of the relative ranking of journals and what it takes to get into each (time, resources and content)
- Practical tips for creating a research 'stream'. Focusing on overall strategy for a research in your career
- Publishing in journals – practical tips from writing to revisions
- Dealing with editors and reviewers
- What to do with rejected articles
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2. Creating and executing an academic study for publication -- Idea generation, methodology, measurement issues

- So I have to publish, now what. Idea generation to get started. Practical and theoretical beginnings.
- Execution and writing are the key to success! Specialization of labor and choosing coauthors.
- Methodology considerations – based on the target
 - Reality vs success – complexity
- Process orientation
 - Creating a data table: Finding appropriate measures; Developing your own measures – just looking at the same thing doesn't constitute a contribution; 'extra measures'
- Mixed methods –
 - Quantitative data and analysis is required for most good publications
 - Analytical techniques – rules and reality (more next topic session)
- Writing
 - It's about the story: Why is it important? Consistent thesis; Flow
 - 3 things are important: Theory, theory, and theory

3. Essentials on methodology - Research analysis

Measurement, Review of Parametric statistics, Adv. Topics in Regression

- Measurement basics: Concrete vs Construct; Reflective vs Formative Constructs; 2nd order Constructs
- Which analytical technique to utilize: Choice Matrix; Rules and reality
- Review of selected non parametric statistics: Spearman, Chi-Squared, Custer Analysis
- Review of Parametric statistics : Correlation, t-test, ANOVA, MANOVA, Factor analysis
- Regression: The basics – Multiple Regression; Outliers and ‘influential observations’; Multicolliniarity Issues; Non-linear; Dummy Coding (Contrast coding); Non-metric (Logit, Multinomial Logit)
- GLM – canonical correlation – extensions on Regression
- Conceptual introduction to Structural Equation Modeling (SEM)

4. Individual consultation

Work with individuals/groups based on needs reviewing and recommendations for current and upcoming projects

Portrait of Professor

Reardon, James – professor from University of Northern Colorado. In 1995 finished Ph.D. studies in University of North Texas with the major of Marketing and the minor of International Commerce. Professor James Reardon is an author and coauthor of more than 150 publications, member of Academy of Marketing Science, Marketing Educators Association. Professor belongs to editorial board of Journal of Marketing Education and to the Board of Directors of Marketing Educators Association.

Author and coauthor of two books:

- Hasty, Ron and James Reardon (1998), *Gerencia De Ventas -- Al Detail*, Irwin-McGraw Hill, New York, NY, pp. 644.
- Hasty, Ron and James Reardon (1997), *Retail Management*, McGraw Hill, New York, NY, pp. 633.

AREAS OF SPECIALIZATION: Marketing Research, Direct Marketing, Retailing, Marketing Management and International Business.

RESEARCH AREAS/INTERESTS: Direct Marketing, International Marketing, and Retailing.