

RESEARCH METHODS

Syllabus (Spring 2024)

Jun Xia

BPS 7302 001: Mondays: 1:00pm - 3:45pm

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Course Description

The aim of this course is to lay the foundations for good empirical research in the social sciences and to introduce students to the assumptions and logic underlying social research. Students are exposed to a variety of approaches to research design, develop their own research projects, and evaluate the products of empirical research.

Course pre-requisites

Being enrolled in the Ph.D. program.

Students learning objectives/outcomes

By the end of the course, you should be able to:

- a) plan a program of research, including the following steps:
 - ♦ formulating a research question,
 - ♦ developing the research theoretically,
 - ♦ integrating what is already known (the extant literature) and developing new hypotheses,
 - ♦ designing a study to test these hypotheses, and
 - ♦ designing data collection methods and measures that accurately reflect the study design and the theory; and
- b) critique research done by others, covering all five points above.

Course Requirements

You are required to do all required readings, attend all classes, and participate actively in discussions. Over the course of the semester, you will develop a research question and design an empirical study to answer this research question. Learning from CARMA:

<http://cba.unl.edu/outreach/carma/programs/#WP>.

<https://carma.azurewebsites.net/video>

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Grading

Your grade for the course will be determined as follows:

Research proposal:	70%
Class participation:	30%

Schedule

<u>Order</u>	<u>Date</u>	<u>Day</u>	<u>Session</u>	<u>Topics</u>
1	22-Jan	Monday	1	Please see the session detail below
2	29-Jan	Monday	2	
3	5-Feb	Monday	3	
4	12-Feb	Monday	4	
5	19-Feb	Monday	5	
6	26-Feb	Monday		Presentation 1 / discussion
7	4-Mar	Monday		Presentation 2 / discussion
8	11-Mar	Monday	6	Break
9	18-Mar	Monday	7	First draft is due
10	25-Mar	Monday	8	
11	1-Apr	Monday	9	Peer evaluation due
12	8-Apr	Monday	10	
13	15-Apr	Monday		
14	22-Apr	Monday		Presentation 3 / discussion
15	29-Apr	Monday		Presentation 4 / discussion
16	6-May	Monday		Paper due

COURSE OUTLINE

Session 1: Introduction to research design: Theory and empirical test

- Weick, Karl E. 1989. Theory construction as disciplined imagination. *Academy of Management Review* 14: 516-531
- Hambrick, D. C. 2007. The field of management's devotion to theory: Too much of a good thing? *Academy of Management Journal*, 50(6), 1346-1352.
- Makadok, R., Burton, R., Barney, J. 2018. A practical guide for making theory contributions in strategic management. *Strategic Management Journal*, 39(6), 28: 1530-1549.
- Smith, W. K., & Lewis, M. W. 2011. Toward a theory of paradox: A dynamic equilibrium model of organizing. *Academy of Management Review*, 36(2): 381-403.

Session 2: Interesting research

- Alvesson, M., & Kärreman, D. 2007. Constructing mystery: Empirical matters in theory development. *Academy of Management Review* 32(4): 1265-81.
- Kerr, N. L. 1998. HARKing: Hypothesizing after the results are known. *Personality and Social Psychology*, 2, 3, 196-217.
- Aguilera, R. V., Desender, K., Bednar, M. K., & Lee, J. H. 2015. Connecting the dots: Bringing external corporate governance into the corporate governance puzzle. *Academy of Management Annals*, 9: 483-573.
- Xiao, Z. and Tsui, A.S. 2007. When brokers may not work: The cultural contingency of social capital in Chinese high-tech firms. *Administrative Science Quarterly*, 52: 1–31.
- Paruchuri, S., & Misangyi, V. F. (2015). Investor perceptions of financial misconduct: The heterogeneous contamination of bystander firms. *Academy of Management Journal*. 58(1), 169-194.
- Cowen, A. P., & Marcel, J. J. (2011). Damaged goods: Board decisions to dismiss reputationally compromised directors. *Academy of Management Journal*, 54(3): 509–527.

Supplementary readings

- Bartunek, J., Rynes, S. and Ireland, D. 2006. What makes management research interesting and why does it matter? *Academy of Management Journal*, 49: 9-15.

Session 3: Research design: Competing hypotheses

- Haleblian, J., & Finkelstein, S. 1999. The influence of organizational acquisition experience on acquisition performance: A behavioral learning perspective. *Administrative Science Quarterly*, 44: 29-56.
- Love, G.E., and Kraatz, M. (2009). Character, conformity or the bottom line? How and why downsizing affected corporate reputation. *Academy of Management Journal*. 52: 314–335.
- Carney, M., Gedajlovic, E. R., Heugens, P. P. M. A. R., Van Essen, M., & Van Oosterhout, J. (H.). (2011). Business group affiliation, performance, context, and strategy: A meta-analysis. *Academy of Management Journal*, 54(3), 437-460.
- O'Connor, J. P., Priem, R. L., Coombs, J. E., & Gilley, K. M.. 2006. Do CEO stock options prevent or promote fraudulent financial reporting? *Academy of Management Journal*, 49: 483–500.

Rua-Gomez, C., Carnabuci, G. and Goossen, M. C. (2023). Reaching for the stars: How gender influences the formation of high-status collaboration ties. *Academy of Management Journal*, 66(5), 1501-1528.

Ayyagari, M., Dau, L. A., & Spencer, J. 2015. Strategic responses to FDI in emerging markets: Are core members more responsive than peripheral members of business groups?. *Academy of Management Journal*, 58: 1869–1894.

Supplementary readings

Okhuysen, G. and Bonardi, J.-P. 2011. The challenges of building theory by combining lenses. *Academy of Management Review*, 36, 6–11.

Mayer, K. J., & Sparrowe, R. T. 2013. Integrating Theories in AMJ Articles. *Academy of Management Journal*, 56(4): 917–922

Session 4: Research design: Interaction and mediation

Andersson, U., Cuervo-Cazurra, A., & Nielsen, B. B. 2014. Explaining interaction effects within and across levels of analysis. *Journal of International Business Studies*, 45: 1063-1071.

Batjargal, B., Hitt, M. A., Tsui, A. S., Arregle, J. L., Webb, J. W., Miller, T. L. (2013). Institutional polycentrism, entrepreneurs' social networks, and new venture growth. *Academy of Management Journal* 56(4): 1024–1049.

Wiersema, M.F., & Bowen, H.P. 2009. The use of limited dependent variable techniques in strategy research: Issues and methods. *Strategic Management Journal*, 30(6), 679–692.

Brahm, F. and Tarzizán, J. (2014). Transactional hazards, institutional change, and capabilities: Integrating the theories of the firm. *Strategic Management Journal*, 35(2):224–245.

Zelner, B.A. (2009) Using Simulation to Interpret Results from Logit, Probit, and Other. Nonlinear Models, *Strategic Management Journal*, 30, 12, 1335-1348.

Venkatraman, N. (1989). The Concept of Fit in Strategy Research: Toward Verbal and Statistical Correspondence. *Academy of Management Review*, 14(1), 423–444.

Session 5: Research design: Quadratic interactions

Haans, R. F., Pieters, C., & He, Z. L. (2015). Thinking about U: theorizing and testing U- and inverted U-shaped relationships in strategy research. *Strategic Management Journal*, 37(7), 1177-1195.

Matusik, S.F., Fitza, M.A., 2012. Diversification in the venture capital industry: Leveraging knowledge under uncertainty. *Strategic Management Journal* 33:4, 407-426.

Ridge, J. W., Aime, F., White, M. A. 2014. When much more of a difference makes a difference: Social comparison and tournaments in top management teams. *Strategic Management Journal*, 36: 618–636.

Paruchuri, S. (2010). Intraorganizational networks, interorganizational networks, and the impact of central inventors: A longitudinal study of pharmaceutical firms. *Organization Science*, 21, 63-80.

Kotha, R., George, G., Srikanth, K. 2013. Bridging the mutual knowledge gap: Coordination and the commercialization of university science. *Academy of Management Journal*, 56: 498-524.

Zahavi T, Lavie D. 2013. Intra-industry diversification and firm performance. *Strategic Management Journal*, 34(8): 978-998.

Supplementary readings

- Martin, X., Swaminathan, A., and Mitchell, W. (1998) Organizational Evolution in the Interorganizational Environment: Incentives and Constraints on International Expansion Strategy. *Administrative Science Quarterly*, 43, 566-601.
- Zhang, Y., Li, H., Li, Y. and Zhou, 2010. FDI spillovers in an emerging market: The role of foreign firms' country origin diversity and domestic firms' absorptive capacity. *Strategic Management Journal*, 31(9): 969-989.

Session 6: Research Design: Three-way interaction and a spline approach

- Stam, Wouter, Elfring, Tom (2008). Entrepreneurial orientation and new venture performance: The moderating role of intra- and extraindustry social capital. *Academy of Management Journal*, 51, 97-111.
- Reinholt, M., Pedersen, T., Foss, N. J. (2011). Why a central network position isn't enough: The role of motivation and ability for knowledge sharing in employee networks. *Academy of Management Journal*, 54, 1277-1297.
- Ritcher, AW, West, M, Van Dick, R & Dawson, JF 2006, Boundary spanners' identification, intergroup contact and effective intergroup relations', *Academy of Management Journal*. 49: 1252-1269.
- Blagoeva, R., Mom, T.J., Jansen, J.J., George, G., 2020. Problem-Solving or Self-Enhancement? A Power Perspective on How CEOs Affect R&D search in the face of inconsistent feedback. *Academy of Management Journal*. 63, (2), 332-355.
- Stern, I., Dukerich, J. M., & Zajac, E. 2014. Unmixed signals: How reputation and status affect alliance formation. *Strategic Management Journal*, 35: 512-531.
- Tsang, E., & Yip, P. (2007). Economic Distance and The Survival of Foreign Direct Investments. *Academy of Management Journal*, 50(5), 1156-1168.

Session 7: Research design: Survival analyses

- Fischer H, Pollock T. 2004. Effects of social capital and power on surviving transformational change: the case of initial public offerings. *Academy of Management Journal* 47(4): 463-481.
- Guler, I. and Guillen, M.F. (2010) Home-Country Networks and Foreign Expansion, *Academy of Management Journal*, 53(2): 390-410.
- Jensen, M. 2006. Should we stay or should we go? Accountability, status anxiety, and client defections", *Administrative Science Quarterly*. 51(1): 97-128.
- Shimizu, K. (2007). Prospect theory, behavioral theory, and the threat-rigidity thesis: Combinative effects of organizational decisions to divest formerly acquired units. *Academy of Management Journal*, 60, 1495-1514.
- Bradley, S. W., Aldrich, H., Shepherd, D. A., & Wiklund, J. (2011). Resources, environmental change, and survival: Asymmetric paths of young independent and subsidiary organizations. *Strategic Management Journal*, 32(5), 486-509.
- Asgari N, Tandon V, Singh K, Mitchell W. 2018. Creating and taming discord: How firms manage embedded competition in alliance portfolios to limit alliance termination. *Strategic Management Journal*, 39(12): 3273-3299.

Supplementary readings

Zheng, W., Singh, K., & Mitchell, W. 2015. Buffering and enabling: The impact of interlocking political ties on firm survival and sales growth. *Strategic Management Journal*, 36: 1615-1636.

Dhanaraj, C., & Beamish, P. 2004. Effect of equity ownership on the survival of international joint ventures. *Strategic Management Journal*, 25: 295–305.

Session 8: Archival data: Longitudinal and transaction analyses

Gulati R. 1995. Does familiarity breed trust? The implications of repeated ties for contractual choice in alliances', *Academy of Management Journal*, 38: 85–112.

Beckman, C.M., and P.R. Haunschild. 2002. Network learning: The effects of partners' heterogeneity of experience on corporate acquisitions. *Administrative Science Quarterly* 47: 92–124.

Yiu, D. W., Xu, Y., & Wan, W. P. (2014). The deterrence effects of vicarious punishments on corporate financial fraud. *Organization Science*, 25(5):1549-1571.

Henisz, W.J. and Delios, A. (2001) Uncertainty, imitation and plant location: Japanese multinational corporations, 1990–1996. *Administrative Science Quarterly* 46 (3): 443–475.

Henisz, W. J. & Macher, J. T. (2004). Firm- and Country-Level Trade-Offs and Contingencies in the Evaluation of Foreign Investment: The Semiconductor Industry, 1994-2002. *Organization Science*. 15 (5), pp. 537–554.

Berry, H., M. Guillen, N. Zhou, 2010. An Institutional Approach to Cross National Distance, *Journal of International Business Studies*, 41(9): 1460-80.

Supplementary readings

Tushman, M. L., & Rosenkopf, L. 1996. Executive succession, strategic reorientation and performance growth: A longitudinal study in the U.S. cement industry. *Management Science*, 42: 939–953.

Gulati, R. 1995. Social Structure and Alliance Formation Patterns?: A Longitudinal Analysis. *Administrative Science Quarterly*, 40, 619-652.

Session 9: Research Design: Content analysis design and others

McDonnell, M., & King, B. G. (2013). Keeping Up Appearances: Reputational Threat and Impression Management after social movement attacks. *Administrative Science Quarterly*, 58 (3)387–419.

Zavyalova, A., Pfarrer, M. D., Reger, R. K., & Shapiro, D. L. 2012. Managing the message: The effects of firm actions and industry spillovers on media coverage following wrongdoing. *Academy of Management Journal*, 55: 1079-1101.

Eklund, J.C. & Mannor, M.J. 2021. Keep your eye on the ball or on the field? Exploring the performance implications of executive strategic attention. *Academy of Management Journal*, 64: 1685–1713.

- Gamache, D. L., McNamara, G., Mannor, M. J., Johnson, R. E. (2015). Motivated to acquire? The impact of CEO regulatory focus on firm acquisitions. *Academy of Management Journal*, 58, 1261–1282.
- Bell, R. G., Filatotchev, I. & Aguilera Vaqu  s, R. (2014). Corporate governance and investors' perceptions of foreign IPO value: An institutional perspective. *Academy of Management Journal*, 57 (1), pp. 301-320.
- Younge, K. A., Tong, T. W., & Fleming, L. (2015). How anticipated employee mobility affects acquisition likelihood: Evidence from a natural experiment. *Strategic Management Journal*, 36(5), 686-708.

Supplementary readings

- Choudhury, P., Allen, R. T., & Endres, M. G. (2021). Machine learning for pattern discovery in management research. *Strategic Management Journal*, 42(1), 30-57.
- Flammer, C. (2015). Does corporate social responsibility lead to superior financial performance? A regression discontinuity approach. *Management Science*, 61(11): 2549-2568.
- Flammer, C., & Bansal, P. (2017). Does a long-term orientation create value? Evidence from a regression discontinuity. *Strategic Management Journal*, 38(9), 1827-1847.
- Yu, T., Subramaniam, M., & Cannella, A. A. (2009). Rivalry deterrence in international markets: Contingencies governing the mutual forbearance hypothesis. *Academy of Management Journal*, 52(1), 127-147.
- Nadkarni, S., & Chen, J. (2014). Bridging yesterday, today, and tomorrow: CEO temporal focus, environmental dynamism, and rate of new product introduction. *Academy of Management Journal*, 57(6), 1810-1833.

Session 10: Summary, discussion, and suggestions

Session 12: Research design: Experience sharing

- Li, J., Xia, J., Zajac, E., and Lin, Z. (forthcoming) Have a Go or Lay Low? Predicting Firms' Rhetorical Commitment Versus Avoidance in Response to Polyethnic Governmental Pressures. *Journal of Management Studies*.
- Xia, J., Jiang, Y., Wang, H., and Li, Y. 2023. Rule violation and time-to-enforcement in weak institutional environments: A good faith perspective. *Journal of Management*. 49 (8): 2549-2594.
- Hu, SC., Qian, G., and Xia, J. 2022. Problemistic search of the embedded firm: Influences of network positions on firms' responses to performance feedback. *Organization Science*, 33(5), 1889-1908.
- Jiang, H., Xia, J., Devers, C., and Shen, W. 2021. Who will board a sinking ship? A firm-director interdependence perspective of mutual selection between declining firms and director candidates. *Academy of Management Journal*. 64(3): 901-925.
- Li, T., Wang, H., Xia, J. 2020. Stakeholder preservation or appropriation? The influence of target CSR on market reactions to acquisition announcements. *Academy of Management Journal*. 63(5): 1535–1560.
- Xia, J., Yu, J. and Lin, Y. 2019. Periphery, Overlap, and Subunit Exit in Multiunit Firms: A Subunit Power Perspective. *Journal of Management*. 45(3): 881-908.

- Gong, Y., Zhang, Y. and Xia, J. 2019. Do Firms Learn More from Small or Big Successes and Failures? A Test of the Outcome-Based Feedback Learning Perspective. *Journal of Management*. 45(3): 1034-1056.
- Xia, J., Wang, Y., Lin, Y., Yang, H. and Li, S. 2018. Alliance formation in the midst of market and network: Insights from resource dependence and network perspectives. *Journal of Management*. 44(5): 1899-1925.
- Jiang, H., Xia, J., Cannella, B., and Xiao, T. 2018. Do ongoing networks block out new friends? Reconciling the embeddedness constraint dilemma on new alliance partner addition. *Strategic Management Journal*. 39(1): 217–241.
- Li, J., Xia, J., and Zajac, E. 2018. On the duality of political and economic stakeholder influence on firm innovation performance: Theory and evidence from Chinese firms. *Strategic Management Journal*. 39(1): 193–216.
- Zheng, Y. and Xia, J. 2018. Resource dependence and network relations: A test of venture capital investment termination in China. *Journal of Management Studies*. 55(2): 295–319.
- Jiang, H., Cannella, B. Xia, J. and Semadeni, M.B. 2017. Choose to fight or choose to flee? Resolving a dilemma of executive ship jumping in declining firms. *Strategic Management Journal*. 38(10): 1951-2142.
- Li, J., Xia, J., and Lin, Z. 2017. Cross-border acquisitions by state-owned investors: How do legitimacy concerns affect the completion and duration of their acquisitions? *Strategic Management Journal*, 38(9): 1915-1934.
- Xia, J., Dawley, D., Ma, R., Jiang, H. and Boal, K. 2016. Resolving a dilemma of signaling bankrupt-firm emergence: A dynamic integrative view. *Strategic Management Journal*, 37(8): 1754-1764.
- Xia, J., Ma, X., Lu, J., and Yiu, D. 2014. Outward foreign direct investment by emerging market firms: A resource dependence logic. *Strategic Management Journal*, 35(9): 1343–1363.
- Xia, J. and Li, S. 2013. The divestiture of acquired subunits: A resource dependence approach. *Strategic Management Journal*, 34(1): 131-148 (lead paper).
- Xia, J. 2011. Mutual dependence, partner substitutability, and repeated partnership: The survival of cross-border alliances. *Strategic Management Journal*, 32(3): 229-253 (lead paper).
- Xia, J., Boal, K., and Delios, A. 2009. When experience meets national institutional environmental change: Foreign entry attempts of U.S. firms in eleven transition economies. *Strategic Management Journal*, 30(12): 1286-1309.
- Xia, J., Tan, J., and Tan, D. 2008. Mimetic entry and bandwagon effect: The rise and decline of international equity joint venture in China. *Strategic Management Journal*, 29(2): 195-217.