SPRING 2022 HOA 735: RESEARCH METHODS SYLLABUS
William F. Harrah College of Hospitality
University of Nevada, Las Vegas

Office Information
- **Instructor**:
- **Office**:
- **Office Hours**:
- **Email**:
- **Phone**:

Class Information
- **Class time**:
- **Classroom**:
- **WebCampus**: https://webcampus.unlv.edu

Course Description
Today's business environment is filled with uncertainty. Business research is utilized to guide managerial decisions and reduce risk by describing and predicting factors that can affect business success. Research methods are the tools that researchers used to conduct business research. It ensures meaningful and valid conclusions in business research. During the semester, you will develop skills to organize, design, construct, carry out, analyze, and interpret research to solve identified problems. Examination of research methods including: the scientific method, literature review, sampling, statistics, research design, and analytical technique.

Course Objectives
This is a research-oriented graduate-level course on research methodology. By the end of the class, students should be able to…
1. appreciate hospitality and business research.
2. formulate research questions to address business problems.
3. critically evaluate research and information from a variety of sources.
4. conduct a literature search to help solve identified problems.
5. plan, organize, design, construct, and carry out research to help solve identified problems.
6. understand the basics of validity and reliability and to design research that reflects this understanding.
7. select appropriate qualitative and quantitative research techniques.
8. design studies using qualitative design, surveys, and experiments.
9. choose appropriate sampling and data collection method to design a valid study.
10. explain measurement characteristics and use validate measurement scales/ instruments to conduct research.
11. communicate research findings through written and oral communication.

Course Materials
- **Course website**: https://webcampus.unlv.edu/ (Canvas);
- **Textbook**: Zikmund, W.G., Babin, B.J., Carr, J.C., & Griffin, M. (2012). *Business research methods (9th ed)*. Cengage. (Ebook ISBN: 9781285202068; Physical book ISBN: 978-1111826925)
- **Additional materials will be announced in class and on the webcampus.**

Time Commitment
This is an intensive class. We have to cover a lot of topics within a short period of time. It will take you around 20 minutes to earn 1 point. **With 500 points in total, you are expected to spend around 160-240 hours in this 16-week class. For each week, you will spend 2-4 hours on readings, 3 hours on class and quiz, and 5-8 hours on project. If you cannot commit 10-15 hours per week to this class, please take it next semester.**

Our Class Responsibilitites

UNLV represents a rich diversity. Mutual respect is the basis of learning. Respect and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation are expected in this class. I pledge to create a safe and supportive classroom and your support will make it possible.

We can all learn from each other. My responsibilities are to provide you with relevant course materials, to provide you with constructive feedback, and to make class as fun and interesting as possible. I will treat you with respect and I demand the same from you – It is your responsibility to respect yourself, your classmates, and me. You MUST uphold a high level of professionalism, including maintain a high level of academic integrity (http://studentconduct.unlv.edu/misconduct/policy.html), attend class and complete your assignments professionally (e.g., no chatting, texting, calling during class, no free-riding, no plagiarism, no cheating), and practice business etiquettes (e.g. punctuality, attentiveness, integrity, honesty).

No Late Submission Except for Excused Absence/ Extension

<u>**Late submission for any assignment will NOT be accepted.**</u> You lose all points (i.e., get 0 points) if you submit any assignment (project parts, quiz, lab, CITI) late. Technological issues are NOT excused for late submission. The late policy applies even if you are 1 second late.

There is no excused absence except, make-up, or late submission except for extraordinary circumstances beyond your control. Minor discomfort (e.g., stomach, headache), work shift, and/ or family trip are NOT excuses for excused absence/ extensions. Appropriate supporting documents are required for the consideration for excused absence/ extension. **Any request of excused absence/ extensions must be made by emailing Dr. Cass i) your request, ii) your full name and student ID, and iii) your reasons with appropriate supporting documents (cass.shum@unlv.edu), before the due date of assignments/ class time.** *The lecturer holds absolute discretion in granting extension/makeup.*

COVID-19 SPECIFIC INFORMATION

Face coverings are mandatory for all faculty and students. Please keep a safe social distance of 6 feet. Sit in every other seat. Clean your hands frequently. To avoid physical contact, I will not be giving out physical worksheets/ notes in this class. Please bring a notebook/ laptop computer for taking notes and completing an in-class lab. If you have a fever, please email me and ask for an excused absence.

In the unfortunate case of campus shut-down/ quarantine, the class will be hosted on Google meet; participation and lab will be evaluated based on webcampus discussion.

COURSE ASSESSMENT

1. Participation – 70 points

Participation consolidates learning from lectures, allows you to apply what you learn to your topics, and is an essential part of the learning research method. Research methods are tools to do research and practices that can allow you to learn the skills to use these tools. You are expected to answer questions and to participate in discussions and activity in class. This is a graduate-level class and we have a lot of materials to cover within a short period – To ensure I can share with your relevant examples (instead of repeating concepts in the assigned reading), you MUST read the assigned readings before class. You are encouraged to ask questions and participate in discussions.

Your participation will be evaluated in each class. There are two major components in participation:
- In-class participation: you earn 1 point when you participate (answer question) once in class. However, a basic of participation is respect – <u>disrespectful, disruptive, or unprofessional behaviors are worse than absence</u> Points will be deducted if you are late, chit-chatting in class, using computer/ phone improperly in class, being disrespectful, OR engaging in disruptive/ unprofessional behaviors.
- Lab: you earn point when you complete the assigned in-class "lab" activity. The number of participation points given vary in each class (see schedule).

2. Quiz – 110 points

Research method involves its own set of concepts and knowledge. Quizzes test your understanding of the assigned readings. There are 10 quizzes (one after each class). Each quiz includes around 10-20 questions. Each quiz carries 10-20 points. <u>Quizzes are always due on Monday at 11:59 pm on the webcampus.</u>

3. CITI certificate – 10 points

Most hospitality research involves human subjects. Any research involves data collections of human subjects needs IRB approval. CITI certificate is needed for any IRB application. Please register a CITI account at https://about.citiprogram.org/en/homepage/ and complete the CITI Social/ Behavioral Research Course. The course includes 16 modules, which takes around 4-10 hours to complete. Once you complete it, please upload the requirements report on the webcampus. Students who have completed CITI training in other institutes can upload the CITI requirement reports without repeating the UNLV CITI course. You will be evaluated based on the following criteria:
- 0 points: Start CITI training past due date OR did not start CITI training
- 1-5 points: Complete some modules but did not complete the whole CITI Social/Behavioral Research Course
- 6 points: Complete all modules with some modules lower than 80% score
- 7 points: Complete all modules with 1 module lower than 80%
- 8 points: Complete all modules with at least 80% for each module
- 9 points: Complete all modules with at least 5 modules with 100% and other modules with at least 80%
- 10 points: Complete all modules with at least 8 modules with 100% and other modules with at least 80%

4. Peer review and participation of others' pilot – 10 points

We stand on the shoulder of giants and research is about learning from each other. Learning how to constructively evaluate research can help you to improve your research skills. You can sign up for peer review for Project Part 1. Students who are interested in peer review will sign up and will be assigned a peer review partner, whom they can work with for a offline process. Students who signed up for the peer review MUST complete the peer review for their partners in exchange for their project to be peer reviewed. The peer review, which need to be cc to Dr. Cass, will help you to earn up to 3 extra-credits.
- 0 points: no peer review was given OR rude/ demeaning/ unprofessional peer review
- 1 point: only give a score but did not give detailed comments
- 2 points: a general critique of mistakes and identify strength
- 3 points: constructive review that not only point out mistakes but also able to identify strengths and provide suggestions for improvement

Another way for us to learn from others is by participating in others' pilot studies. As a part of the project, students will be asked to put their study on Qualtrics. They will send the Qualtrics link to a discussion post on webcampus. Students can access their classmates' pilot studies by clicking on those links. After completing the pilots, students will need to upload a document containing all of the screenshots of the completion screen (1 completed pilot study = 1 point).

Students are expected to complete at least 10 surveys (to earn 10 points) but they can complete additional surveys to earn extra-credit.

5. Project – 300 points
Objective: The project provides you with an excellent opportunity to apply the research method knowledge. Successful completion of the project will prepare you for the Master's thesis/ pro-papers/ Ph.D. dissertation.

Teaming: Doctoral students highly recommended completing the project individually. Master students can form a team of 2 students and complete the project as a team. If you work on the project in a team, you will stay on the same team for the whole semester. Unless evidence is provided and intervention failed, both students will be responsible for the success of the project and will earn the same grade. If you have problems with your team, please inform me of cass.shum@unlv.edu as soon as possible.

Topic: The research project allows you to plan, organize, design, and construct a research question of your choice. However, self-plagiarism is a form of academic integrity violation. You cannot double-dip: While it is OK to study similar areas (e.g., abusive supervision), DO NOT use the same research question (e.g., leadership emotional outcomes for abusive supervision) for this project with another paper/ project requirement for another class. You may use existing research (e.g., an ongoing research project with your mentor/ faculty advisor) IF AND ONLY IF
   i)   you are the lead author of that research project,
   ii)   your co-authors agree to it, AND
   iii)   that project has not submitted an IRB application AND has not started data collection.

Project Parts: Instead of having the entire project due at the end of the semester, it is done in parts as we cover relevant topics. At the end of the semester, you will need to present the research (3-minute max). Details instruction of each parts of the project can be found on webcampus. Each part is graded but you must complete all parts to pass the course. Project parts are always due on Wednesday at 11:59 pm on the webcampus. The parts are:
   - Part 0. Research questions [5 pts]
   - Part 1. Literature review [50 pts]
   - Part 2. Introduction [30 pts]
   - Part 3. Qualitative study [50 pts]
   - Part 4. Hypothesis development [25 pts]
   - Part 5. Survey study [50 pts]
   - Part 6. Experiment [50 pts]
   - Part 7. Qualtrics [10 pts]
   - Part 8. Data reporting [10 pts]
   - Part 9. Presentation [20 pts]

Questions and Advices: To be fair to all students, I will not "grade" the project parts before the due date. However, you are welcome to discuss the project with me and ask questions before the due date

GRADE INFORMATION

This class has a total of 500 points.
Final course grades (A through F) will be assigned as follows:

Percentage	Minimum total points	Grade	Percentage	Minimum total points	Grade	Percentage	Minimum total points	Grade
93 – 100	465	A	90 – 92.9	450	A-			
87 – 89.9	435	B+	83 – 86.9	415	B	80 – 82.9	400	B-
77 – 79.9	385	C+	73 – 76.9	365	C	70 – 72.9	350	C-
60 – 69.9	300	D	Below 60	<300	F			

University Policies

Public Health Directives

Face coverings are currently mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at Health Requirements for Returning to Campus, https://www.unlv.edu/coronavirus/health-requirements. Students who do not comply with these directives may be asked to leave the classroom. Refusal to follow the guidelines may result in further disciplinary action according to the UNLV Student Conduct Code, https://www.unlv.edu/sites/default/files/page_files/27/StudentConduct-Code.pdf, including being administratively withdrawn from the course.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the University community. We all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the source(s). See the Student Conduct Code, https://www.unlv.edu/studentconduct/student-conduct.

Auditing a Course

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn, or of instructors to teach. Use of devices such as cellular phones and pagers, or other potentially disruptive activities are only permitted with the prior explicit consent of the instructor. Students are specifically prohibited to record classes without instructor authorization, including online/remote classes (either audio only, or video and audio). The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative withdrawal of the student from the course.

Since the COVID-19 pandemic forced some instruction to be delivered remotely starting in Spring 2020, numerous students have asked instructors to record their synchronous classes, so that they can access them at their convenience. Instructors who agree to record their classes (audio only, or video and audio) should inform students in advance. Recorded lectures may not be broadly released to anyone, but made available exclusively to those students enrolled in the class during the particular academic term. Recorded lectures must be stored securely, and are subject to the Nevada System of Higher Education's Records Retention Policy, meaning that the recordings can only be deleted 120 days after the end of class (i.e., after grades are posted). Once this requirement is met, the recordings should be deleted. Class recordings are protected from disclosure, as they are deemed part of an educational record under the Family Educational Rights and Privacy Act (FERPA).

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for student or employee violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional copyright policy information is available at https://www.unlv.edu/provost/copyright.

Disability Resource Center (DRC)

The UNLV Disability Resource Center (Student Services Complex, SSC-A, Room 143, https://www.unlv.edu/drc, telephone 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to a permanent disability, temporary or permanent medical need, or academic support due to pregnancy are encouraged to contact the DRC as early as possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. Students who are already registered with the DRC should request their accommodations online each semester, and make an appointment to discuss their accommodations with their instructors.

Final Examinations
The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The Final Exam schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the Final Exam Schedule, https://www.unlv.edu/registrar/calendars.

Identity Verification in Online Courses
All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus-Canvas. UNLV students enrolled in online or hybrid courses are expected to read and adhere to the Student Academic Misconduct Policy, https://www.unlv.edu/studentconduct/misconduct/policy, which states that "acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment" is a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute, and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the Acceptable Use of Computing and Information Technology Resources Policy, https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus-Canvas or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades
The grade of "I" (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student's control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of "F" will be recorded, and the student's GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the "I" grade.

Library Resources
Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the Libraries' Research Consultation website, https://guides.library.unlv.edu/appointments/librarian. You can also ask the library staff questions via chat and text message at https://ask.library.unlv.edu/.

Missed Classwork
Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Missed Classwork policy, under Registration Policies, on the Academic Policies webpage, https://catalog.unlv.edu/content.php?catoid=32&navoid=8271&hl=.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student submits official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a "Drop one" option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both

contrary to the intent of the Faculty Senate's policy, and an infringement on the student's right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could be reasonably avoided. There should be a good faith effort by both the instructor and the student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/School Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee. For purposes of definition, extracurricular activities may include, but are not limited to academic recruitment activities, competitive intercollegiate athletics, fine arts activities, liberal arts competitions, science and engineering competitions, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV's official email system for students and by University policy, instructors and staff should only send emails to students' Rebelmail accounts. Rebelmail is one of the primary ways in which students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Sending emails within WebCampus-Canvas is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC), at the Claude I. Howard Building, provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the ASC website, https://www.unlv.edu/asc, or call 702-895-3177. The ASC is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, https://writingcenter.unlv.edu/, located in the Central Desert Complex, Building 3, Room 301 (CDC 3–301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, telephone 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.

Diversity Statement

As an institution of higher learning, UNLV represents a rich diversity of human beings among its faculty, staff, and students, and is committed to aspiring to maintain a Campus environment that values that diversity. Accordingly, the University supports understanding and appreciation of all members of its community, regardless of race, sex, age, color, national origin, ethnicity, creed, religion, disability, sexual orientation, gender, gender identity, marital status, pregnancy, genetic information, veteran status, or political affiliation. Please see University Statements and Compliance, https://www.unlv.edu/about/statements-compliance.

A successful learning experience requires mutual respect and trust between the students and the instructor. Accordingly, the instructor asks that students be willing to listen to one another's points of view, acknowledging that there may be disagreements, keep discussion and comments on topic, and use first person, positive language when expressing their perspectives.

UNLV Land Acknowledgement

UNLV is situated on the traditional homelands of Indigenous groups, including the Nuwu or Nuwuvi, Southern Paiute People, descendants of the Tudinu, or Desert People. We honor and offer gratitude for those who have stewarded the land; for the land itself; and for the opportunity to cultivate a thriving, diverse, inclusive, and just scholarly community here today that works for a better tomorrow for all.

Assignments

Week/ Topics *	Things due on Monday - **Participation** - **Quizzes**	Things due on Wednesday - **Participation** - **Projects**	Others due on Saturday
1. Jan 24 – Jan 30 **Research topics**	**Jan 24** - Participation 0A. Academic integrity and plagiarism quiz [2 pts] - Participation 0B. Preclass discussion [3 pts] - Participation 1. in-class discussion [2 pts] - Quiz 1. Introduction [10 pts]	**Jan 26** - Response to preclass discussion [EC]	**Jan 29** - Form a team for project (if applicable)
2. Jan 31 – Feb 6 **Literature review**	**Jan 31** - Participation 2A. in-class discussion [2 pts] - Participation 2B (Lab 1). Literature search and secondary data [4 pts] Quiz 2. Literature review [10 pts]	**Feb 2** - Project Part 0. Research question [5 pts]	
3. Feb 7 – Feb 13 **Research ethics**	**Feb 7** - Participation 3. in-class discussion [4 pts] Quiz 3. Research ethics [10 pts]		
4. Feb 14 – Feb 20 **Study designs**	**Feb 14** - Participation 4A. in-class discussion [2 pts] - Participation 4B. (lab 2) Research design [3 pts] - Quiz 4. Study designs and errors [10 pts]	**Feb 16** - Peer-review submission of Project Part 1 (if applicable, via email)	**Feb 19** - Peer-review of others' Project Part 1 (if applicable)
5. Feb 21 – Feb 27 **Let's work!**		**Feb 23** - Project Part 1. Literature review [50 pts] - CITI [10 pts]	
6. Feb 28 – Mar 6 **Qualitative methods**	**Feb 28** - Participation 5A. in-class discussion [2 pts] - Participation 5B. (lab 3) Focus group [3 pts] Quiz 5. Qualitative research [15 pts]		
7. Mar 7 – Mar 13 **Theory and hypotheses**	**Mar 7** - Participation 5A. in-class discussion [2 pts] - Participation 3B. (lab 2) Research model, operationalization, and variables [4 pts] - Quiz 6. Theory building [10 pts]	**Mar 9** - Project Part 2. Qualitative study [50 pts]	
8. Mar 14 – Mar 20 **Let's work!**			

Week/ Topics *	Things due on Monday - **Participation** - **Quizzes**	Things due on Wednesday - **Participation** - **Projects**	Others due on Saturday
9. Mar 21 – Mar 27 **Survey**	**Mar 21** - Participation 7. in-class discussion [5 pts] - Quiz 7. Survey research [15 pts]	**Mar 23** - Project Part 3. Introduction [30 pts] - Project Part 4. Hypothesis development [25 pts]	
10. Mar 28 – Apr 3 **Sampling**	**Mar 28** - Participation 8A. in-class discussion [2 pts] - Participation 8B. (lab 5) sampling design [3 pts] - Quiz 8. Survey sampling [10 pts]		
11. Apr 4 – Apr 10 **Experiment I**	**Apr 4** - Participation 9A. in-class discussion [2 pts] - Participation 9B. (lab 6) Experiment design I [3 pts] - Quiz 9. Experiment [10 pts]	**Apr 6** - Project Part 5. Survey study [50 pts]	
12. Apr 11 – Apr 17 **Experiment II**	**Apr 11** - Participation 10A. in-class discussion [2 pts] - Participation 10B. (lab 7) Experiment design II [3 pts]		**Apr 16** - Sign up Qualtrics (https://www.it.unlv.edu/Qualtrics)
13. Apr 18 – Apr 24 **Qualtrics**	**Apr 18** - Participation 11. Qualtrics knowledge check [6 pts]	**Apr 20** - Project Part 7. Qualtrics [10 pts]	**Apr 23** - Participation in other pilot study [10 pts] - Download SPSS (https://www.ibm.com/products/spss-statistics) and start free trial
14. Apr 25 – May 1 **Data analyses**	**Apr 25** - Participation 12. Data analysis knowledge check [7 pts]	**Apr 26** Project Part 6. Experiment study [50 pts] (Substitution option available)	
15. May 2 – May 8 **SPSS**	**May 2** - Participation 13. in-class discussion [4 pts] - Quiz 10. Data analysis [10 pts]	**May 4** - Project Part 8. Data reporting [10 pts] - Project Part 9. Presentation [20 pts]	
16. May 9 – May 15 **Finals**	**May 9** Participation 14. poster discussion and Q&A [1 pts]		

* Please refer to the topics and reading lists for readings and topics. You MUST read "required readings" before each class.

Topics and Readings

There are three types of readings:

- **Required Readings:** Students MUST finish the reading BEFORE class. In-class discussion will be related to the readings and you won't be able earn participation points unless you read the readings. In the past, students that do not read/ understand the required readings failed in their projects.
- **Recommended Readings:** Students are HIGH RECOMMENDED to read the recommended reading. The readings will be helpful for you to complete your project.
- **(Optional) Supplementary Readings:** Doctoral students are ENCOURAGED to read the optional supplmenetary reading. The readings will be useful for your long-term academic career.

Attendance of all classes are expected. Students who are absence for more than 3 classes without excuses will be failed.

Week 0. Pre-class exercise (Jan 17 – Jan 23)

Required Readings
- Syllabus,
- The abstract of at least 3 faculty publications on webcampus "Faculty publication" modules
- The introduction and hypothesis sections of 1 of the 3 publications that you chose to read the abstract

Week 1. Research topics (Jan 24 – Jan 30)

Class:
- Class introduction; Introduction to research method; Choosing a topic

Required Readings:
- Chapter 1. whole chapter of The role of business research (p. 2-14)
- Colquitt, J. A., & George, G. (2011). From the Editors Publishing in AMJ Part 1: Topic Choice. *Academy of Management,* 43, 432-435.

Recommended Readings:
- Ryan, C. (2015). Trends in hospitality management research: A personal reflection. *International Journal of Contemporary Hospitality Management*, 27, 340-361.

(Optional) Supplementary Readings:
- Palmatier, R. W (2016). Improving publishing success at JAMS: Contribution and positioning. *Journal of the Academic Marketing Science*, 44, 655-659.

Week 2. Literature review (Jan 31 – Feb 6)

Class:
- Guest speaker (library); Secondary data; Literature review; APA formatting

Required Readings:
- Chapter 8: Introduction, sources of secondary data (p. 160-161, p. 170-177)
- Barney, J. (2018). Editor's comments: Positioning a theory paper for publication. *Academy of Management Review*, 43, 345-348
- New Mexico State University Library (nd). *Understanding & evaluating sources*. https://nmsu.libguides.com/sources/eval
- Purdue University (nd). *APA citation basic*. https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/in_text_citations_the_basics.html
- Purdue University (nd). *Reference Lists: Articles in periodicals*. https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/reference_list_articles_in_periodicals.html

Recommended Readings:
- American Psychological Association (2020). Chapter 4: Writing style and grammar. In American Psychological Association (Ed), *Publication manual of the American Psychological Association* (pp. 111-130). American Psychological Association.
- American Psychological Association (2020). Chapter 8: Works credited in the text. In American Psychological Association (Ed), *Publication manual of the American Psychological Association* (pp. 253-280). American Psychological Association.

- American Psychological Association (2020). Chapter 9: Reference List. In American Psychological Association (Ed), *Publication manual of the American Psychological Association* (pp. 281-312). American Psychological Association.
- Guide to find academic articles.pdf
- San Diego State University (n.d.). Don't let database searches stress you out. https://library.sdsu.edu/reference/news/don-t-let-database-searching-stress-you-out-check-out-these-database-search-tips-and-

(Optional) Supplementary Readings:
- Campion, M. A. (1993). Article review checklist: A criterion checklist for reviewing research articles in applied psychology. *Personnel Psychology*, 46(3), 705.

Week 3. Research Ethics (Feb 7 – Feb 13)

Class:
- Guest speaker (IRB); Principles; Consent form; Deception; Unethical research behaviors

Required Readings:
- Chapter 5. whole chapter of The human side of business research: Organizational and ethical issues (p. 74-100)
- O'Grady, C. (2017) *Researchers find oddities in high-profile gender studies*. Arstechnica. https://arstechnica.com/science/2017/11/researchers-find-oddities-in-high-profile-gender-studies/
- Method section of: Tu, M. H., Bono, J. E., Shum, C., & LaMontagne, L. (2018). Breaking the cycle: The effects of role model performance and ideal leadership self-concepts on abusive supervision spillover. *Journal of Applied Psychology*, 103(7), 689-702.

Recommended Readings:
- American Psychological Association (2020). Chapter 1: Scholarly writing and publishing principles. In American Psychological Association (Ed), *Publication manual of the American Psychological Association* (pp. 3-28). American Psychological Association.

(Optional) Supplementary Readings:
- Shrout, P. E., & Rodgers, J. L. (2018). Psychology, science, and knowledge construction: Broadening perspectives from the replication crisis. *Annual Review of Psychology*, 69, 487-510.
- Cairo, A. H., Green, J. D., Forsyth, D. R., Behler, A. M. C., & Raldiris, T. L. (in press). Gray (Literature) Matters: Evidence of Selective Hypothesis Reporting in Social Psychological Research. *Personality and Social Psychology Bulletin*. doi: 0146167220903896.

Week 4. Study Designs (Feb 14 – Feb 20)

Class:
- Type of research; Study design; reliability; validity; Qualitative Methods

Required Readings:
- Chapter 4. Type of business research (p. 51-59)
- Chapter 4. Stages in research process (p. 59- 68)
- Chapter 7. whole chapter of Qualitative research tools. (p. 131-155)
- Chapter 4. Stages in research process (p. 59- 68)
- Chapter 9. Errors in survey research (p. 187-194)
- Chapter 13. Three criteria for good measurement (p. 301-305)
- Chapter 16. Random sampling and nonsampling errors (p. 390-392)
- Chapter 18. Supervision of fieldworkers (p. 452-454)

Recommended Readings:
- Shum, C., Garlington, J., Ghosh, A., & Baloglu, S. (2021). A content analysis of hospitality research's research methods in the 2010s. *International Hospitality Review*.
- Grant, A. M., & Pollock, T. G. (2011). Publishing in AMJ—Part 3: Setting the hook. *Academy of Management Journal*, 54, 873-879

(Optional) Supplementary Readings:
- Bono, J.E., & McNamara, G. (2017) Publishing in AMJ - Part 2: Research design. *Academy of Management Journal*, 54 (4), 657-660.
- Min, H., Park, J., & Kim, H. J. (2016). Common method bias in hospitality research: A critical review of literature and an empirical study. *International Journal of Hospitality Management*, 56, 126-135.

- Yüksel, A. (2017). A critique of "Response Bias" in the tourism, travel and hospitality research. *Tourism Management*, 59, 376-384.
- Bowling, N. A., Gibson, A. M., Houpt, J. W., & Brower, C. K. (2020). Will the questions ever end? Person-level increases in careless responding during questionnaire completion. *Organizational Research Methods*. doi: 1094428120947794.

Week 5. Presidents' Day Recess (Feb 21 – Feb 27)

Class:
- No class. Please work on your CITI training and Project.

Week 6. Qualitatative methods (Feb 28 – Mar 6)

Class:
- Observation; Focus-group and interview

Required Readings:
- Chapter 11. whole chapter of Observation methods (p. 236-249)
- Chapter 18. In-house training for inexperienced interviewers (p. 443-449)
- Chapter 18. Principle of good interviewing (p. 449-450)
- Arendt, S. W. et al. (2012). Use of qualitative research in foodservice organizations: A review of challenges, strategies and applications. *International Journal of Contemporary Hospitality Management*, 24(6), 820-837.

Recommended Readings:
- Hight, S. K., Gajjar, T., & Okumus, F. (2019). Managers from "Hell" in the hospitality industry: How do hospitality employees profile bad managers? *International Journal of Hospitality Management*, 77, 97-107.

(Optional) Supplementary Readings:
- Saunders, M. N., & Townsend, K. (2016). Reporting and justifying the number of interview participants in organization and workplace research. British Journal of Management, 27(4), 836-852.
- Bansal, P. T., Smith, W. K., Vaara, E. (2018). From the editor: New ways of seeing through qualitative research. *Academy of Management Journal*, 61(4), 1189-1195.
- Ertug, G., Gruber, M., Nyberg, A., & Steensma, H. K (2018). From the editor: A brief primer on data visualization opportunity in management research. *Academy of Management Journal*, 61(5), 1613-1625.

Week 7. Theory and hypotheses (Mar 7 – Mar 13)

Class:
- Hypotheses; Concepts, construct vs. variables

Required Readings:
- Chapter 3. whole chapter of Theory building (p. 37-46)
- Chapter 6. The problem-definition process, Clarity in Research questions and hypotheses (p. 111-123)
- Sparrowe, R. T. (2011). From the editors: Publishing in AMJ - Part 4: Grounding hypotheses. *Academy of Management Journal*, 54(6), 1098-1102.

(Optional) Supplementary Readings:
- Chapter 6: Introduction, How much time should be spent on problem definition, The research proposal (p. 107-110, 123-128)
- Feldman, D. C. (2004). The devil is in the details: Converting good research into publishable articles. *Journal of Management*, 30, 1-6

Week 8. Spring Break Recess (Mar 14 – Mar 20)

Class:
- No class. Please work on your Project.

Week 10. Survey (Mar 21 – Mar 27)

Class:
- Survey; Levels of Measurement; Constructing questionnaire

Required Readings:
- Chapter 9. Classifying survey research methods (pp. 194-196)
- Chapter 13 Levels of scale measurement (p. 293-298)
- Chapter 15. Guidelines for constructing questions (p. 341-347)

- Dolnicar, S. (2018). A reflection on survey research in hospitality. *International Journal of Contemporary Hospitality Management*, 30(11), 3412-3422

Recommended reading:
- Chapter 14. whole chapter of Attitude measurement (p. 310-329)

(Optional) Supplementary Readings:
- Krosnick, J.A. (1999). Survey research. Annual Review of Psychology, 50, 537-567.
- Hinkin, T. R. (1998). A brief tutorial on the development of measures for use in survey questionnaires. *Organizational Research Methods*, 1, 104-121.
- Heggestad, E. D., Scheaf, D. J., Banks, G. C., Monroe Hausfeld, M., Tonidandel, S., & Williams, E. B. (2019). Scale adaptation in organizational science research: A review and best-practice recommendations. *Journal of Management*, 45(6), 2596-2627.
- Westen, D., & Rosenthal, R. (2003). Quantifying construct validity: two simple measures. *Journal of Personality and Social Psychology*, 84(3), 608-618.
- Spector, P. E. (2019). Do not cross me: Optimizing the use of cross-sectional designs. *Journal of Business and Psychology*, 34(2), 125-137.
- Yu, H., Lee, L., & Madera, J. M. (in press). Collecting Repeated Data Over Time: Applying Experience Sampling Methodology to the Hospitality Management Context. *Cornell Hospitality Quarterly*, do: 1938965520961061.

Week 10. Sampling (Mar 28 – Apr 3)

Class:
- (on Oct 25): Sampling methods and sampling size; Communication options;

Required Readings:
- Chapter 16. whole chapter of Sampling designs and sampling procedures (pp. 384-405)
- Paxon, M. C. (1995). Increasing survey response rate: Practical instruction from total-design method. *Cornell Hotel and Restaurant Administration Quarterly*, 36(4), 66-73.
- McCombes, S. (2020). *An introduction to sampling methods*. Scribbr. https://www.scribbr.com/methodology/sampling-methods/

Recommended readings:
- Chapter 15. What is the best question sequences, What is the best layout, How much pretesting and revising are necessary (p. 347-361)
- Chapter 10. whole chapter of Survey research: Communicating with respondents (pp. 205-231)

(Optional) Supplementary Readings:
- Gatsonis, C., & Sampson, A. R. (1989). Multiple correlation: exact power and sample size calculations. Psychological Bulletin, 106(3), 516-524.

Week 11. Experiment I (Apr 4 – Apr 10)

Class:
- Experiment research. True and quasi experiment; Treatment groups; Between & Within subjects

Required Readings:
- Chapter 12. whole chapter of Experimental research. (pp. 253-282)
- Fong, L. H. N., Law, R., Tang, C. M. F., & Yap, M. H. T. (2016). Experimental research in hospitality and tourism: a critical review. *International Journal of Contemporary Hospitality Management*, 28, 246-266.

(Optional) Supplementary Readings:
- Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112(1), 155-160.
- Mattila, A. S., Luo, A., Xue, X., & Ye, T. (2020). How to avoid common mistakes in experimental research?. *International Journal of Contemporary Hospitality Management*, 33 (1), 367-374.

Week 12. Experiment II (Apr 11 – Apr 17)

Class:
- Experiment manipulation; Guest speaker (experiment); Validity issues in experiments

Required Readings:
- Laerd dissertation (nd). *Internal validity*. http://dissertation.laerd.com/internal-validity.php
- Laerd dissertation (nd). *External validity*. http://dissertation.laerd.com/external-validity.php

(Optional) Supplementary Readings:

- Campbell, D. T., & Stanley, J. C. (1966). *Experimental and quasi-experimental designs for research*. Houghton Miffin Company.

Week 13. Qualtrics (Apr 18 – Apr 24)

Class
- No physical class. Please use class time for video class on Qualtrics and drop-by Q&A hours

Required Readings:
- Chapter 21 Hypothesis testing, Choosing the appropriate statical technique (p. 508-517)

(Optional) Supplementary Readings:
- Chapter 19. whole chapter of Editing and coding (p. 459-477)

Week 14. Data analyses (Apr 25 – May 1)

Class:
- No physical class. Please use class time for video class on SPSS and drop-by Q&A hours
- (on Nov 22): Open drop-by Q&A hours for Qualtrics and data analysis

Required Readings:
- Chapter 22 The t-test for comparing two means, Analysis of Variance (ANOVA) (p. 534-540, 542-547)
- Chapter 23 Simple correlation coefficient, Regression analysis (p. 561-577)

Week 15-16. SPSS demonstrations and revision class (May 2 – May 13)

Class:
- (on Nov 29) SPSS demonstration of download data, organize variable, compute scale, reliability, t-test, ANOVA, correlation, regression, revision of key terms in this semester

The instructor reserves the right to revise the syllabus as needed.
Additional reading will be posted on webcampus and announced in class
Unless otherwise specified, all classes are in-person