

Empirical Social Research

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Agenda

- Learning objectives
- The nature of (business) research
- Finding research topics / business ideas
- Q&A

Learning objectives

Students are able to ...

- ✓ ... name the purpose and distinct focus of business and management research.
- ✓ ... outline approaches to develop research topics / business ideas.

The nature of (business) research

Empirical social research

Empirical



Social



Research



The nature of (business) research

Activity

- Together with your neighbour (or a fellow student on Zoom or WeChat), develop a definition of the term «research».
- Take approximately five minutes to discuss your definition. Do not use any resources other than your knowledge (i.e. no internet). Also think back of the course «Scientific Research Essentials» lectured by Christian Baumgartner.
- Be prepared to present and defend your definition in plenary.

The nature of (business) research

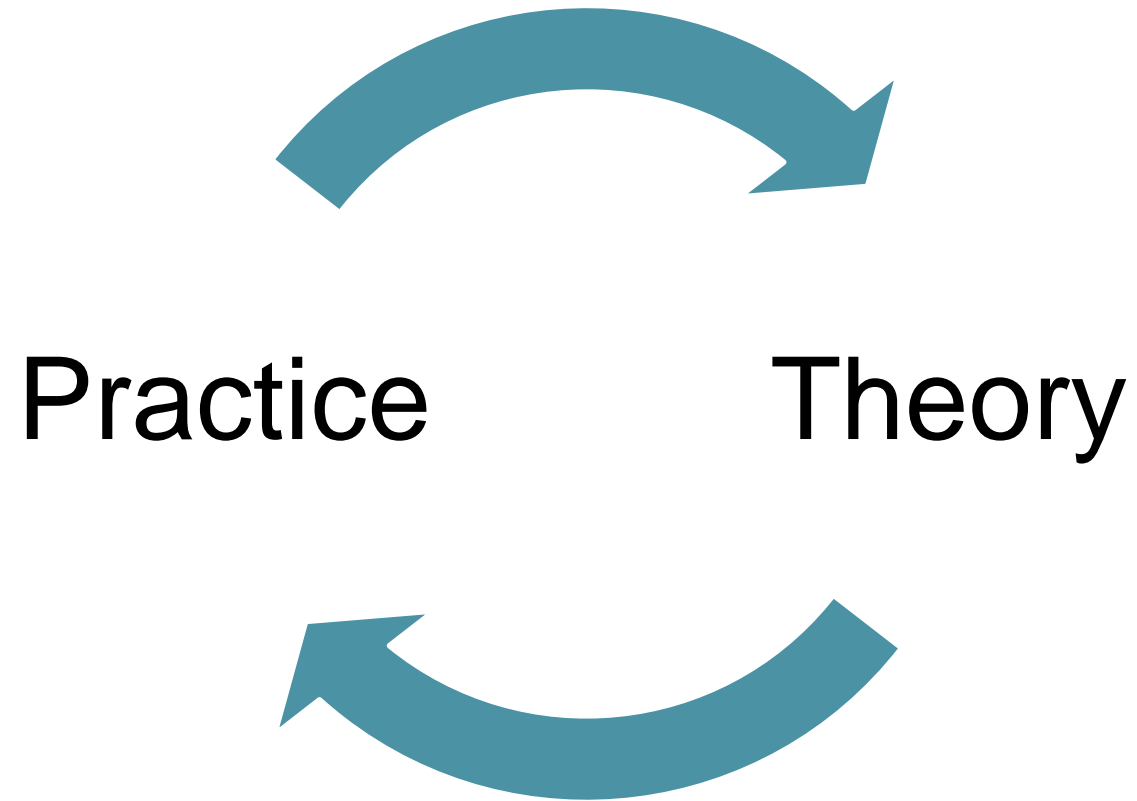
Working definition:

«We can define business and management research as something that people undertake in order to find out things about business and management.» (Saunders, et. al., 2012).

Business and management research usually is considered to be under the requirement of having some **practical consequence**. It should either

- contain the potential for taking some form of action or
- take account of the practical consequences of the findings.

A virtuous circle of theory and practise



The nature of (business) research

Empirical social research

Empirical:

It is a way of gaining knowledge by means of direct and indirect observation or experience



Social:

Social science is a major category of academic disciplines, concerned with society and the relationships among individuals within a society.



Research:

«... something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge.» (Saunders, et. al., 2012).



Finding research topics

Frequently used approaches for generating and refining research topics

- Start from an existing problem
- Work on practical problems
- Listen to people you know
- Assess existing market needs
- Brainstorming

Wrap-up

Students are able to ...

- ✓ ... name the purpose and distinct focus of business and management research.
- ✓ ... outline approaches to develop research topics / business ideas.

Q&A

Questions?

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Thank you very much for your attention.

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