

Research Project – Introductory Lecture

Prepared by
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ENT636
Research Project

Introductory Lecture



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Course Objectives

- Understand the importance of research in entrepreneurship.
- Develop critical thinking and problem-solving skills.
- Acquire knowledge of various research methods.
- Apply research techniques to real-world business problems.



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Course Outline

- Module 1: Introduction to Research Methods
- Module 2: How to Select Research Topic
- Module 3: Literature Review and Research Philosophy
- Module 4: Research Design and Planning
- Module 5: Sampling Techniques



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Course Outline

- Module 6: Data Collection Methods – Qualitative
- Module 7: Data Collection Methods – Quantitative
- Module 8: Data Analysis Techniques – Quantitative
- Module 9: Data Analysis Techniques – Qualitative
- Module 10: Reporting and Presenting Research



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Course Materials

Required Textbook:

Saunders, M., Lewis, P., & Thornhill, A. (2009). Research methods for business students. Pearson education

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Course Materials

Recommended Readings:

- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). Business research methods. Cengage learning
- Acs, Z. J., & Audretsch, D. B. (Eds.). (2010). Handbook of entrepreneurship research: An interdisciplinary survey and introduction (pp. 165-182). New York: Springer
- Sekaran, U., & Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons

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- Blumberg, B., Cooper, D., & Schindler, P. (2014). Business research methods. McGraw Hill.
- Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press.
- Aldrich, H. E. (2012). The emergence of entrepreneurship as an academic field: A personal essay on institutional entrepreneurship. *Research Policy*, 41(7): 1240-1248.
- Landström, H., Harirchi, G., & Åström, F. (2012). Entrepreneurship: Exploring the knowledge base. *Research Policy*, 41(7): 1154-1181.
- Shane, S. & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), pp. 217-226.



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Teaching Methodology

Recorded Lectures

Group Discussions:

90 minutes every week – Tuesday 5–6:30 pm



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Course Policies

- Attendance and Punctuality.
- Submission Policy.
- Academic Integrity.
- Communication Channel.

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Introduction to Research Methods

Definition of Research Methods

Research methods are systematic processes or techniques that researchers use to plan, conduct, and analyze investigations with the goal of gaining knowledge, solving problems, or testing hypotheses. They encompass the tools, strategies, and procedures used to collect and interpret data in a structured and reliable manner.

Importance of Research in Entrepreneurship and Innovation Studies:

Knowledge Generation and Advancement: Research helps expand the body of knowledge in entrepreneurship and creativity. It allows scholars and practitioners to explore new ideas, concepts, and theories, leading to a deeper understanding of how entrepreneurship and creativity function.

Innovation and New Ideas: Entrepreneurship is closely tied to innovation, and creativity is a fundamental aspect of innovation. Research in these fields can uncover innovative ideas, strategies, and approaches that can lead to the development of new products, services, and business models.

Problem Solving: Research can identify challenges and issues within entrepreneurship and creativity processes. By examining these challenges, researchers can propose solutions and best practices, helping entrepreneurs and creative professionals overcome obstacles and improve their outcomes.

Evidence-Based Decision-Making: Entrepreneurship and creativity involve making critical decisions. Research provides empirical evidence and data-driven insights that can inform decision-makers, reducing uncertainty and increasing the likelihood of success.

Understanding Entrepreneurial Behavior: Research helps us gain insights into the motivations, behaviors, and traits of entrepreneurs and creative individuals. This understanding can be valuable for identifying potential entrepreneurs, fostering creativity in organizations, and designing effective training and support programs.

Policy Development: Research findings can inform policymakers about the factors that influence entrepreneurship and creativity. This information can guide the development of policies and regulations that promote innovation, economic growth, and the creation of new businesses.

Academic and Practical Synergy: Research in entrepreneurship and creativity studies bridges the gap between academia and practice. Insights gained through research can be directly applied in the real world, benefiting both entrepreneurs and organizations.

Global Perspective: Research in these fields often takes a global perspective, exploring how entrepreneurship and creativity differ across cultures and regions. This cross-cultural knowledge can be invaluable for businesses operating in diverse markets.

Long-Term Impact: Entrepreneurship and creativity research can have long-lasting effects on society and the economy by fostering a culture of innovation and entrepreneurship. Successful businesses and creative endeavors can create jobs, stimulate economic growth, and drive positive social change.



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Types of Research

- Qualitative Research
- Quantitative Research



Qualitative research is a research method used to explore and understand individuals' in-depth experiences, behaviors, beliefs, and social phenomena. It focuses on the collection and analysis of non-numerical data, often through methods like interviews, focus groups, observations, and content analysis. Qualitative research aims to uncover insights, patterns, and meanings within a specific context, providing rich, detailed, and context-dependent information. Researchers use qualitative research to gain a deeper understanding of complex issues and to generate hypotheses for further investigation.



Quantitative research is a research method that involves the systematic collection and analysis of numerical data to answer research questions or test hypotheses. It emphasizes measurement, quantification, and statistical analysis to draw generalizable conclusions. Common quantitative research methods include surveys, experiments, observations, and the analysis of existing datasets. Quantitative research provides numerical and objective data, allowing researchers to identify patterns, relationships, and statistical significance. It is often used to make predictions, generalize findings to larger populations, and support evidence-based decision-making in various fields, including business, science, and social sciences.

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The Research Process

- 1- Identify the Research Problem:** The first step is to define and clearly articulate the research question or problem that you want to investigate. This problem should be well-defined and specific.
- 2- Review Existing Literature:** Conduct a thorough literature review to understand what is already known about the topic. This helps in identifying gaps in existing knowledge.
- 3- Formulate Research Objectives/Hypotheses:** Based on the research problem and literature review, establish clear research objectives or hypotheses that you intend to test or explore.

4- Choose Research Design: Determine the research design, which includes selecting the research method (qualitative, quantitative, or mixed), data collection techniques, and sampling methods.

5- Collect Data: Collect data according to the chosen research design. This could involve surveys, interviews, experiments, observations, or analysis of existing datasets.

6- Analyze Data: Analyze the collected data using appropriate statistical or qualitative analysis methods, depending on the research design.

Interpret Findings: Interpret the results of the data analysis, drawing conclusions based on the evidence. Address whether the research objectives or hypotheses were supported.

Report Findings: Present your findings in a research report or paper. This includes explaining the methodology, results, and implications of the study.

Draw Conclusions: Summarize the key findings and discuss their significance in the context of the research problem. Offer recommendations for future research or practical applications.

Reflect on the Process: Evaluate the research process, including any limitations or challenges encountered. Consider what could be done differently in future studies.



Thank You