



FB522P-NGM I-Research Methods -Next Generation Management:

Lecturer: Dr Rajáa Clouse

Quantitative Research Assessment: Individual Assignment

Mark: 20% of NGM I Module marks

Submission date: Friday, 27th November 2020

Required: Critical analysis of quantitative research

Format: 1,500 to 1,800 words based on the guidelines below.

Assignment Brief (3 parts):

(i)- Select two quantitative research studies published in peer reviewed journals. The two articles should be addressing the same overarching research topic in business studies but studying different facets/problem statements related to the topic. For example, two quantitative research articles on employee engagement that address different research questions related to the overarching topic of employee engagement. The two articles should not be dated earlier than 2010. The business topic is of your choice and interest.

(ii)- Write a **critical analysis** of the two articles while addressing the content areas below. Your analysis should have information, interpretation, and evaluation of the work. Support your arguments and evaluation with **referenced** justification. Critical analysis requires critical reading:

- a. Include copy of the article abstracts in an appendix
- b. What was the purpose of the study in each article? How different were the studies, given they share a similar overarching topic? Compare and contrast (think of the adopted conceptual framework in each study; the type of knowledge each study was seeking; basic vs applied research etc.)
- c. What were the research questions in each study? Compare and contrast (were they explicitly stated; what form were they stated in; were they congruent with the purpose of the study etc)
- d. What was the research design in each study?
- e. What was the data collection methodology in each study? What statistical tests did each study use to answer the research questions?
- f. Were the results and interpretations clearly stated?

(iii)- What research questions would you be interested in addressing if you were to conduct a research study on the same overarching topic in parts (i) and (ii). From the pool of methods studied in lectures, what research design and methodology would you select? What data collection tool would you employ? From the data analysis tools studied in the lectures, which would you use to answer your research questions.

Additional Research Theme Requirement (not marked but monitored):

Mandatory POD for Sem 1-2020|2021: Please learn a Statistical Software of your choice (Excel, SPSS, Stata, R, etc). Completing a list of data analysis activities (reviewed and supplied in lectures) will serve as proof of completion of the POD activity.

Guidelines:

1. Academic work at MSc. Level should refer to academic evidence /third party sources to evidence independent research and discrimination. Please use Harvard or APA reference style.
2. There is a selection of relevant reading journal articles on all these areas of research on google scholar.
3. Plagiarism will not be condoned.