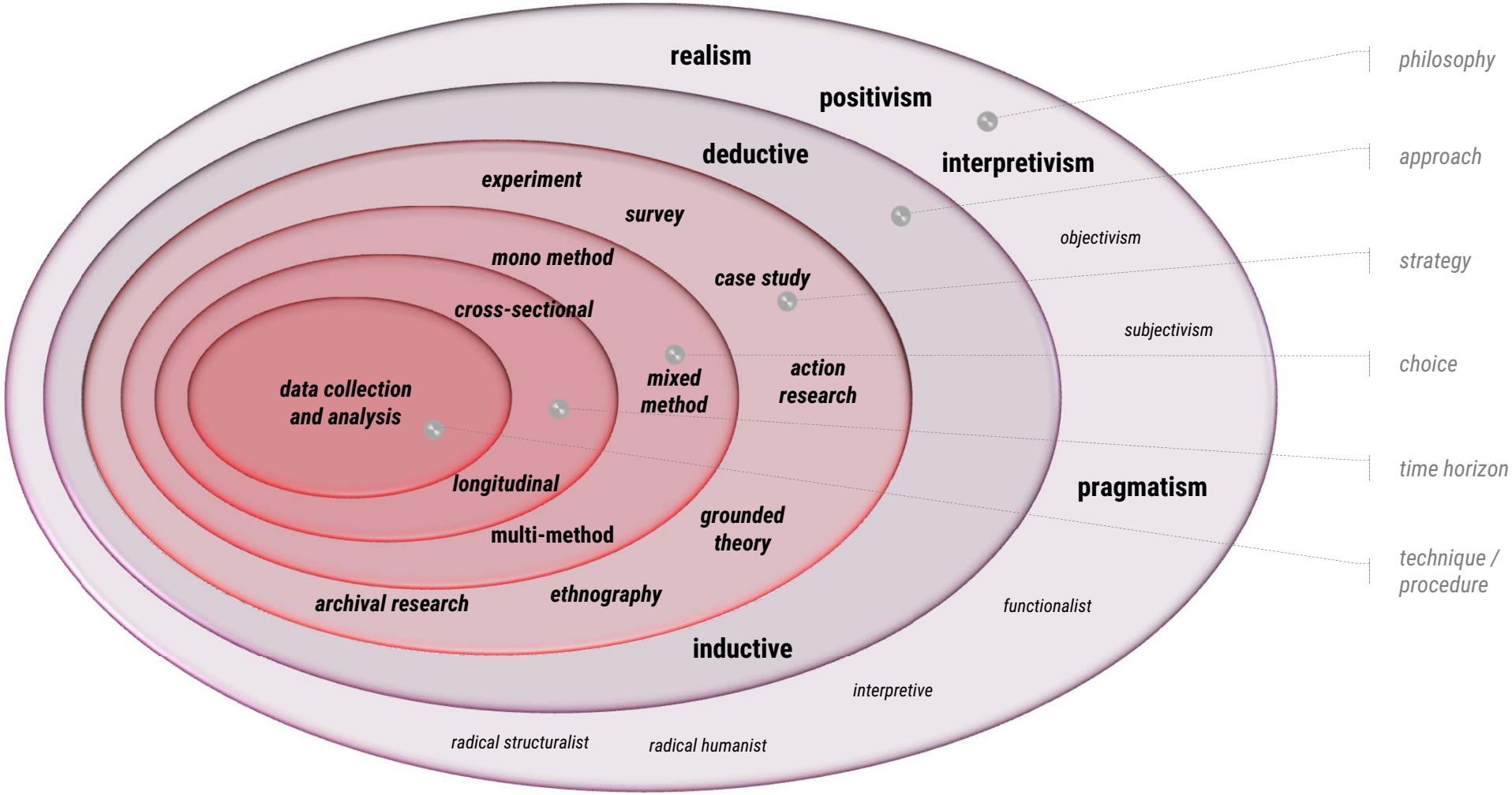
Applying Saunders Research Onion

Saunders Research Onion



https://is.vsfs.cz/el/6410/leto2014/BA_BSeBM/um/Research_Methods_for_Business_Students__5th_Edition.pdf, page 108
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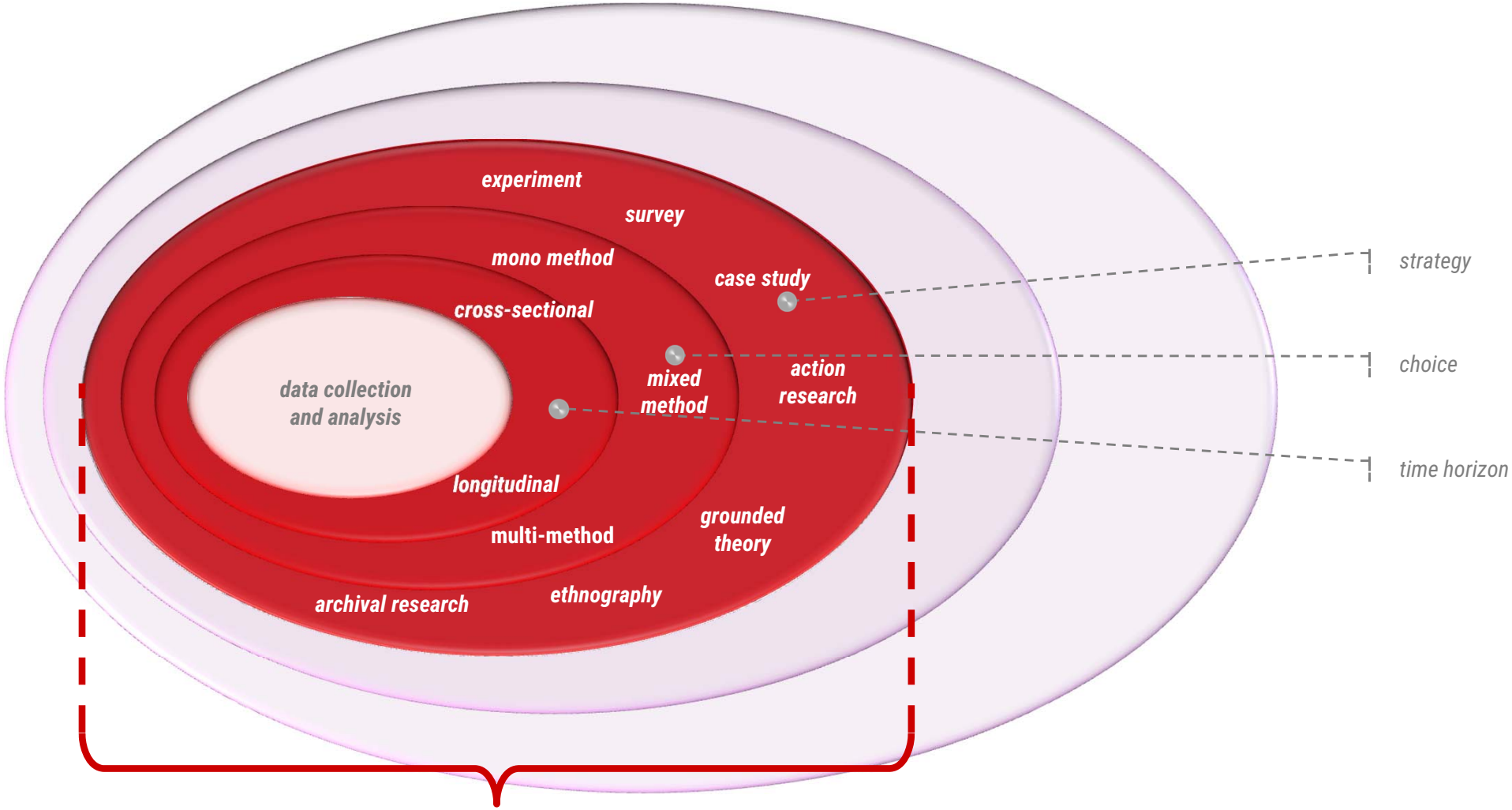
Research Design – our Starting Point to Understand the Onion



Research Design

Research design is turning research question(s) into a project. *)

*) Colin Robson, Real World Research, 2011, p.79

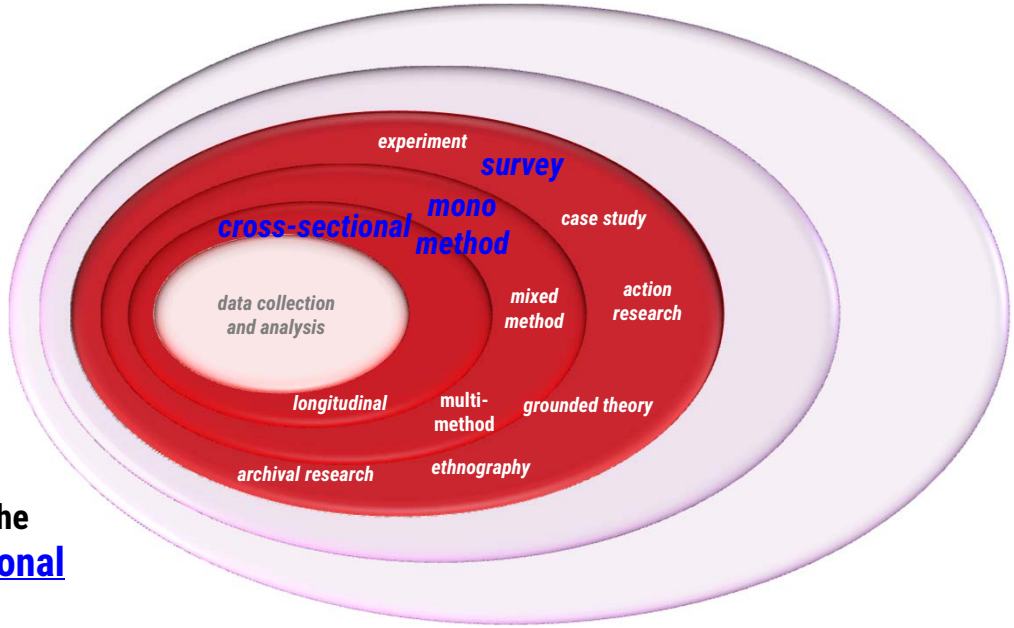
Research Design

- turning research question(s) into a project

example :

We want to proof a model for a relationship in a business environment.

- **we decide to use questionnaires in a survey**
- **if we use structured questionnaires only to collect quantitative data (numbers : who, what, where), it is a mono method**
- **if we have, due to time constrains, the possibility to collect the data in a given snap shot (of time), we call this cross-sectional (we have to ensure that the samples are representative !)**



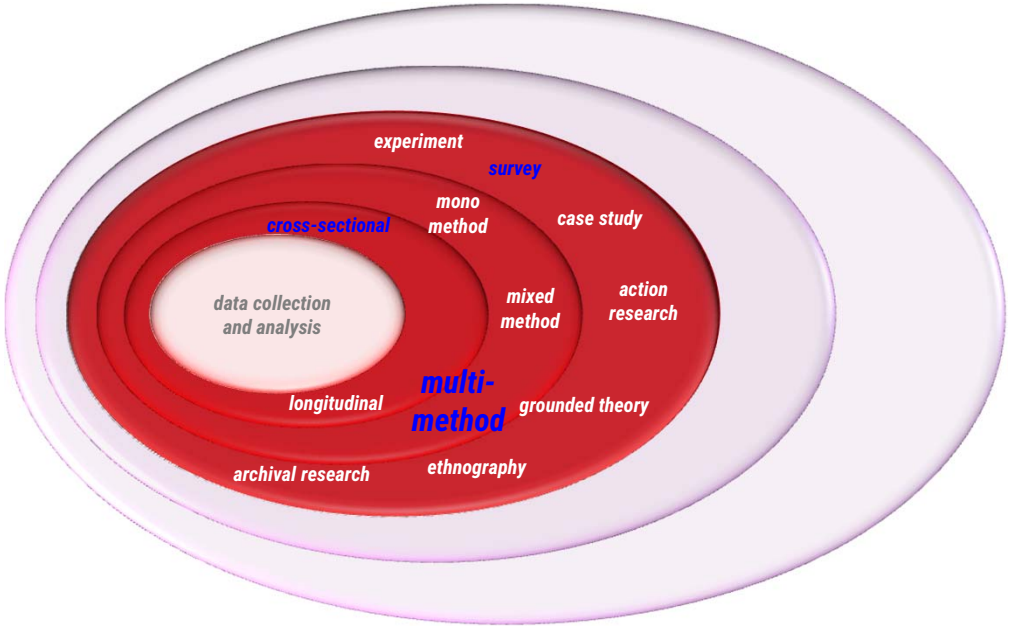
Research Design

- turning research question(s) into a project

example :

We want to proof a model for a relationship in a business environment.

- **we decide to use questionnaires and interviews in a survey**
- **if we use structured questionnaires to collect quantitative data (numbers : who, what, where), and in addition structured interviews to collect furthermore quantitative data (numbers : who, what, where) it is a multi-method**
- **if we have, due to time constrains, the possibility to collect the data in a given snap shot (of time), we call this cross-sectional (we have to ensure that the samples are representative !)**



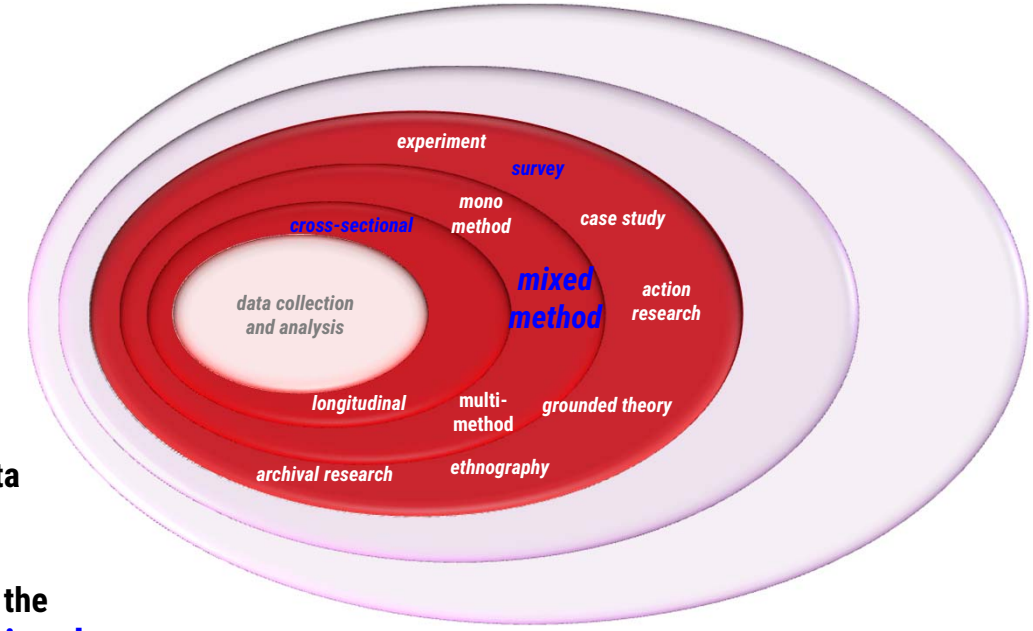
Research Design

- turning research question(s) into a project

example :

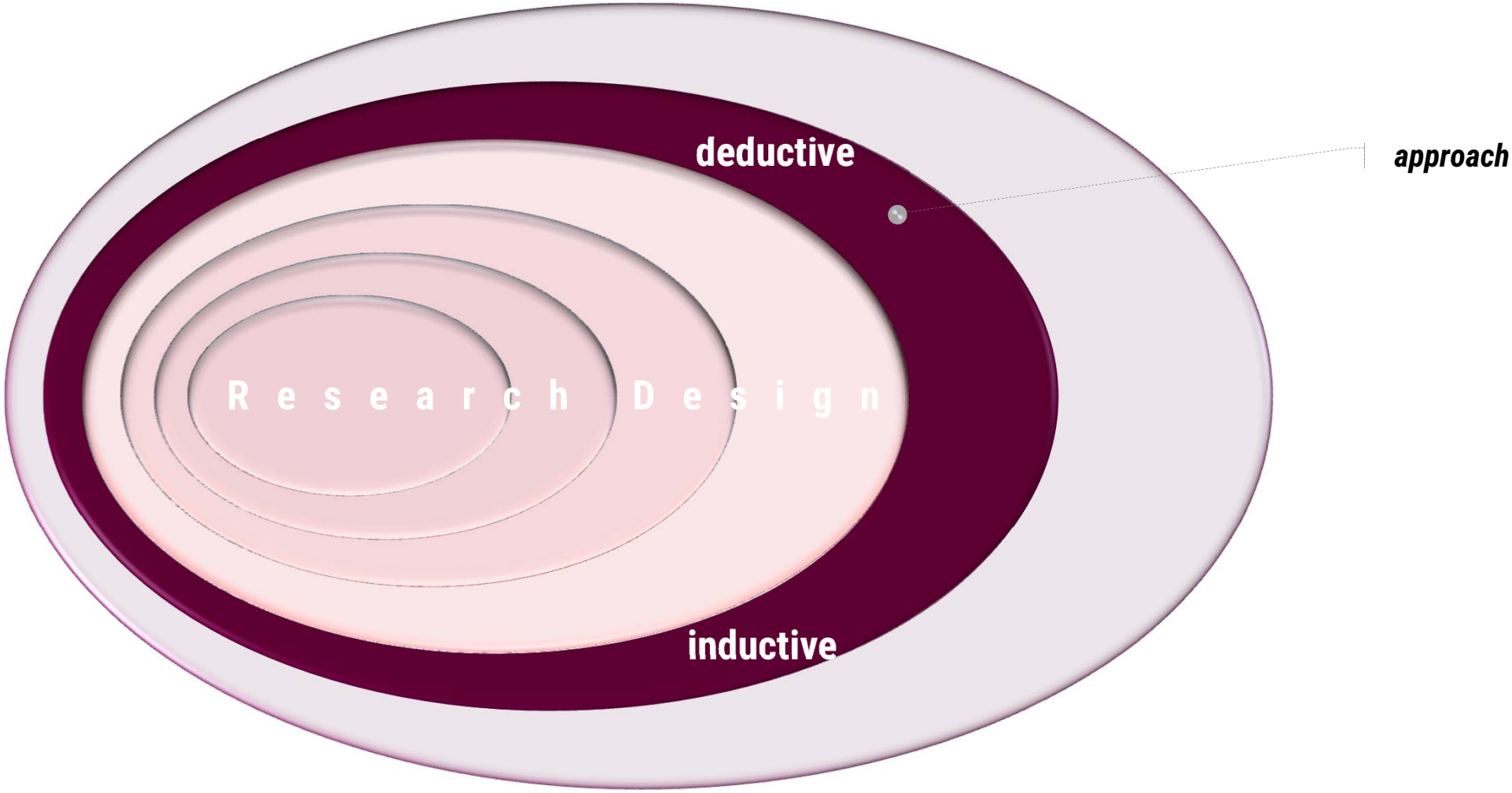
We want to proof a model for a relationship in a business environment.

- **we decide to use questionnaires and interviews in a survey**
- **if we use structured questionnaires to collect quantitative data (numbers : who, what, where), and in addition in-depth interviews to collect qualitative data (words, pictures, ...) it is a mixed method**
- **if we have, due to time constrains, the possibility to collect the data in a given snap shot (of time), we call this cross-sectional (we have to ensure that the samples are representative !)**



Research Approach

- Do we use the data (outcome from RD) to <u>test</u> a theory or hypothesis ? -> deductive reasoning



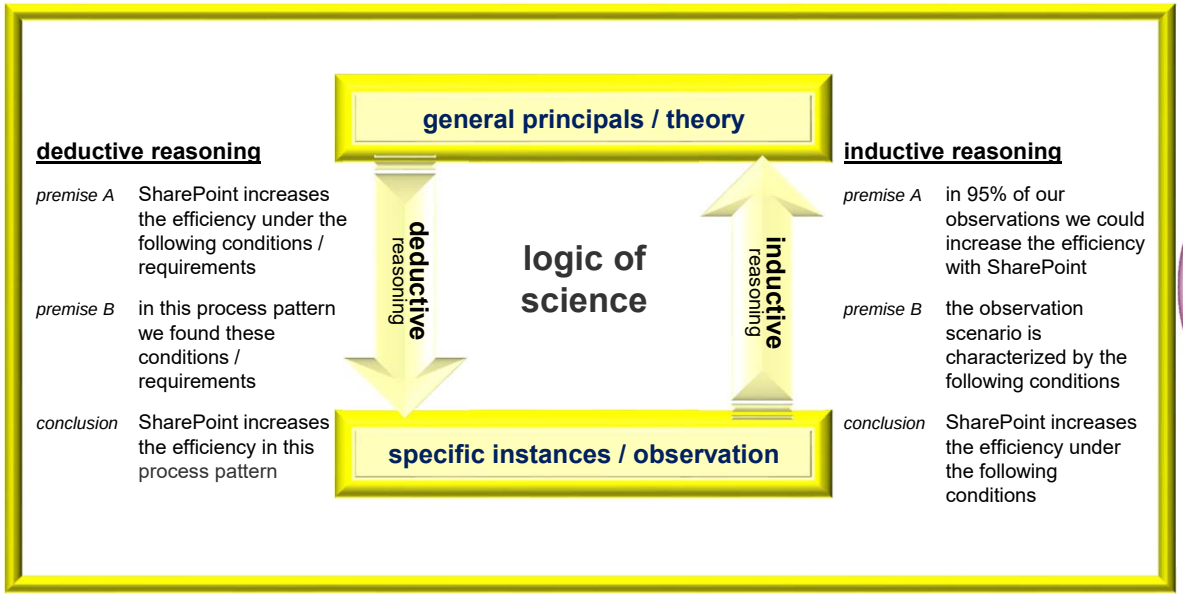
- Do we use the data (outcome from RD) to <u>build</u> a theory or hypothesis ? -> inductive reasoning

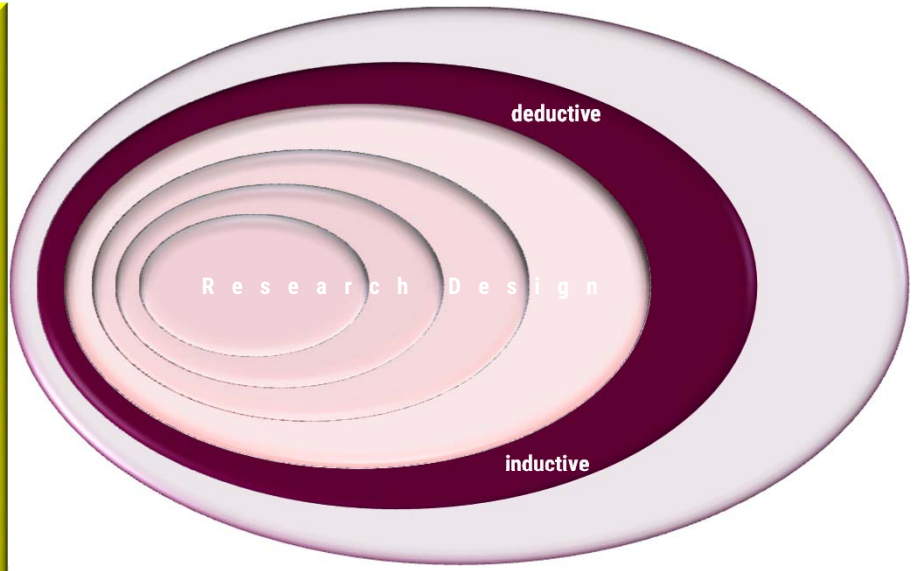
Research Approach

example :

We want to proof a model for a relationship in a business environment.

- **in other words : we want to test a model / theory / hypothesis -> deductive approach**





or :

We want to formulate a model for a relationship in a business environment.

- **in other words : we want to build a model / theory / hypothesis -> inductive approach**

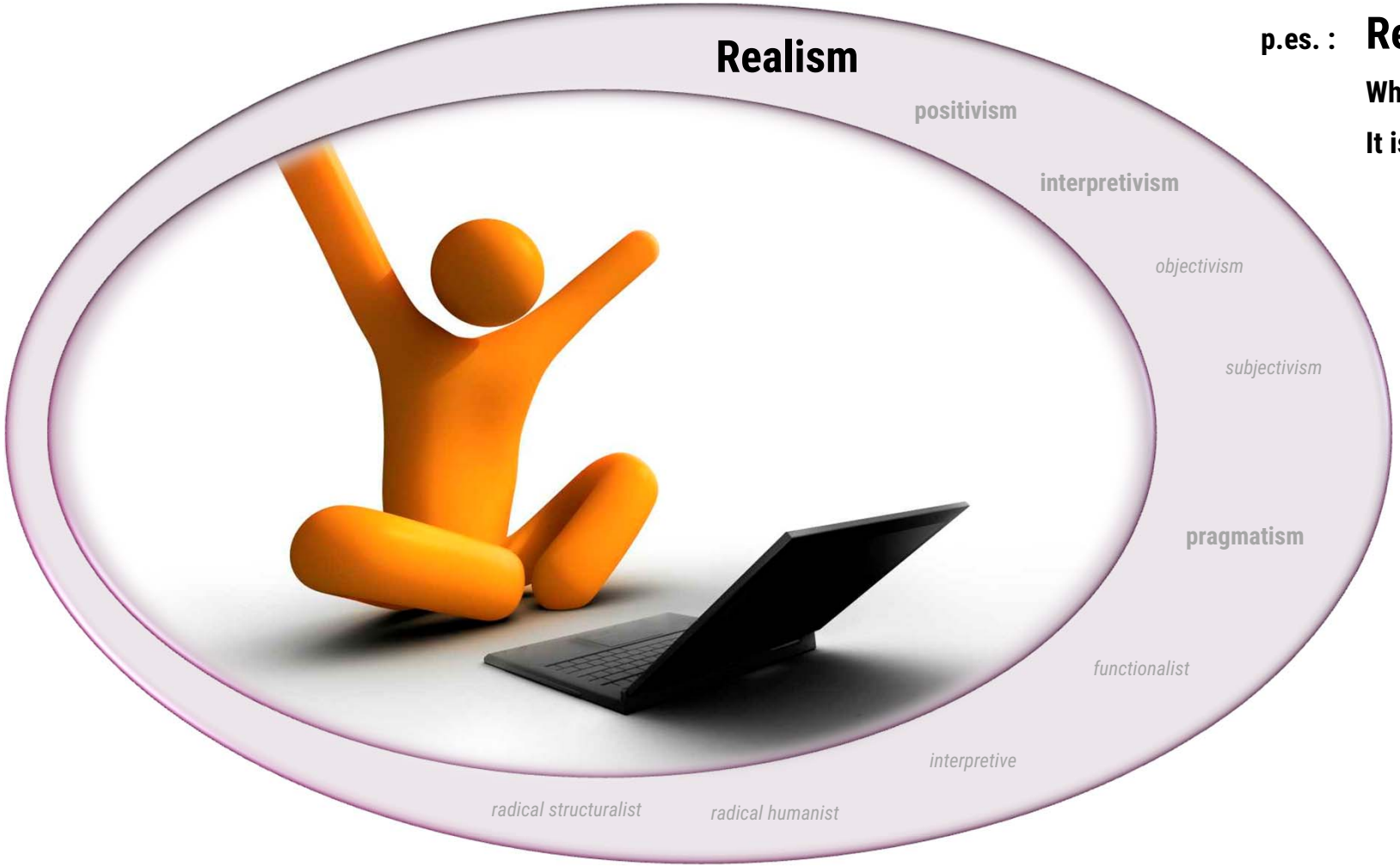
or :

We want to formulate and proof a model for a relationship in a business environment.

- **we will combine the inductive and deductive reasoning**

Schwaferts, Star of Business Informatics, www.schwaferts.de, p. 11

Philosophy : Assumption about the Way, we See the World



p.es. : Realism

What I see is the reality !

It is independent of my mind.

It has a huge importance in the natural science.

"I can calculate the motion of heavenly bodies, but not the madness of people."
-- Isaac Newton

https://is.vsfs.cz/el/6410/leto2014/BA_BSeBM/um/Research_Methods_for_Business_Students__5th_Edition.pdf, page 114
https://en.wikipedia.org/wiki/Scientific_realism

Philosophy : Assumption about the Way, we See the World

p.es. : **Positivism**

New knowledge derives from positive interpretation of results from experiences (experiments).

Our target audience will accept the research results only, as long as they are repeatable and visible facts.

"working with an observable social reality and that the end product of such research can be law-like generalisations similar to those produced by the physical and natural scientists"

If we expect that our target audience will accept the research results only, as long as they are repeatable and visible, then we need a highly structured data collection, based on large samples.

https://is.vsfs.cz/el/6410/leto2014/BA_BSeBM/um/Research_Methods_for_Business_Students__5th_Edition.pdf, page 113
https://en.wikipedia.org/wiki/Positivism

Philosophy : Assumption about the Way, we See the World

p.es. : **Interpretivism**

While the positivism accepts only ONE reality and focus on the only one possible description/explanation,

the interpretivist accepts that the research result is to understand and to interpret it according a specific context.

If our target audience will interpret our findings, we have to understand the interpretation of our findings in our field of investigation.

Therefore we need to understand the totality of a situation.

Qualitative research helps us to understand better a specific context.

https://is.vsfs.cz/el/6410/leto2014/BA_BSeBM/um/Research_Methods_for_Business_Students__5th_Edition.pdf, page 115
https://en.wikipedia.org/wiki/Qualitative_research

Philosophy : Assumption about the Way, we See the World

p.es. : **Pragmatism**

If the target audience doesn't care about the philosophy (realism or positivism or interpretivism),

we are free to select the philosophy and methodology according the research question(s).

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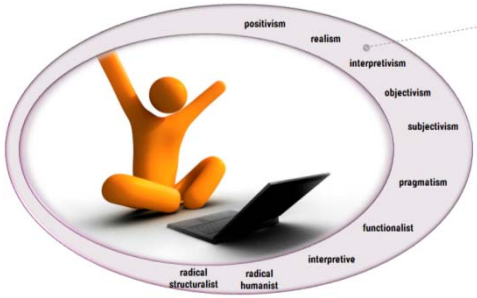
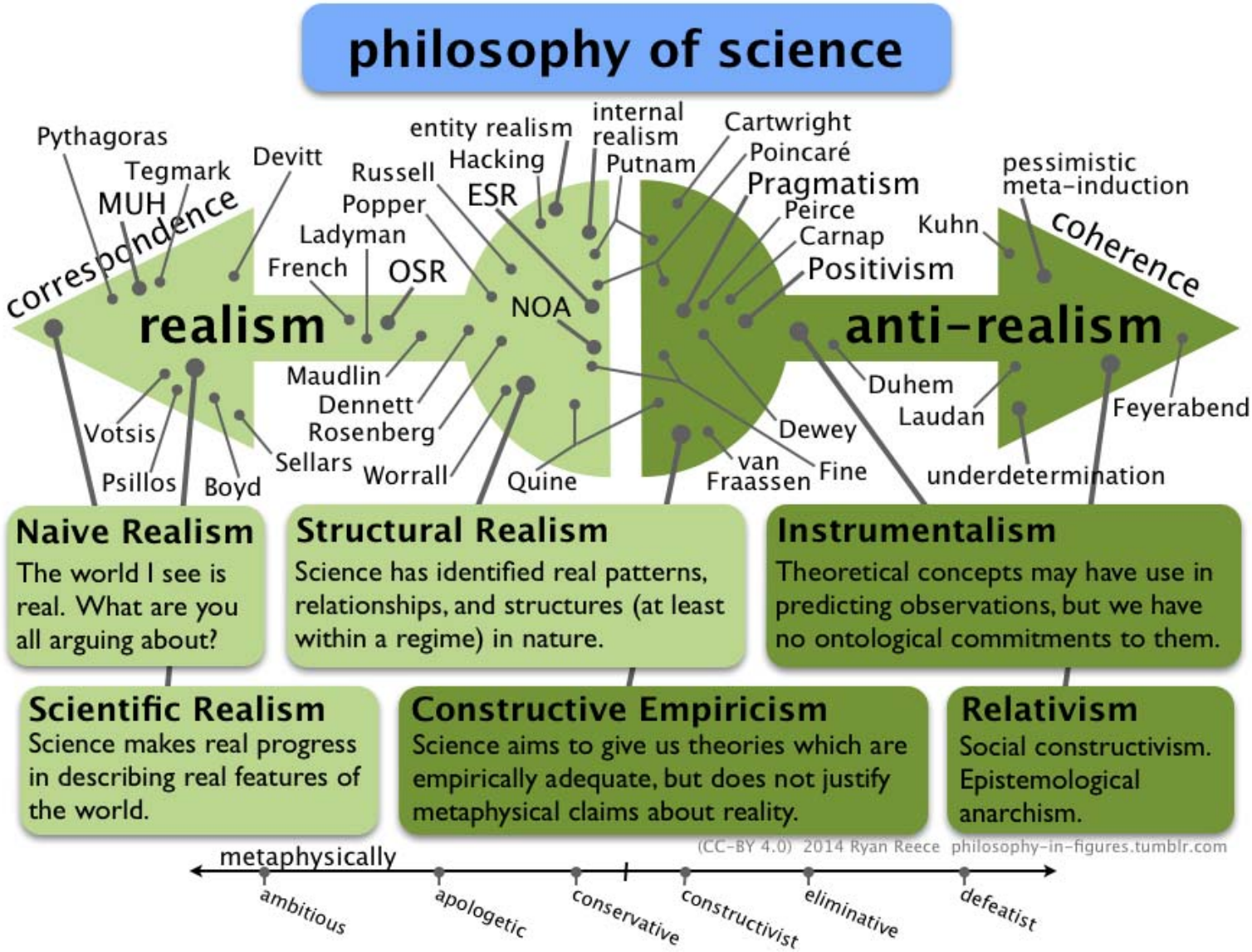
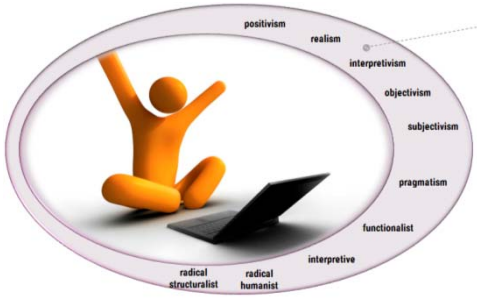
Philosophy : Assumption about the Way, we See the World





http://positivists.org/blog/wp-content/uploads/2015/05/Ryan-Reece-2014-07-18-scientific-realism-vs-anti-realism.png

Philosophy : Assumption about the Way, we See the World



Ontology

= believes what reality is ... (p.es. Realism / Positivist <-> Relativism / Interpretivist)

Epistemology

= relationship, the researcher has to the research ... (p.es. how do he discover new things)

=> objective measurement (outsiders view)

=> find out what truth means to the target audience (inside view)

Axiology

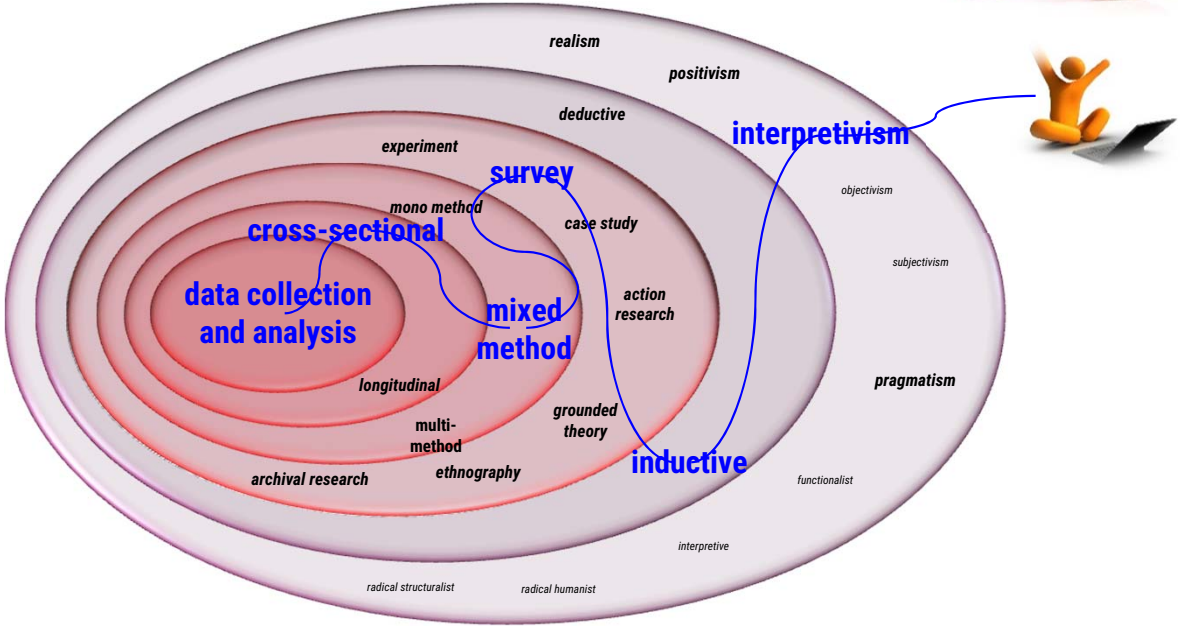
= philosophical study of value (p.es. Ethics <-> Aesthetics)

=> Is it beauty, the way it is ?

=> Is it right/wrong, the way it is ?

Final Example

We have to formulate a model for a relationship in a business environment.



- in order to collect data ...
- we decide to use questionnaires and interviews in a survey
- we use structured questionnaires to collect quantitative data (numbers : who, what, where), and in addition in-depth interviews to collect qualitative data (words, pictures, ...) -> mixed method
- we have, due to time constrains, the possibility to collect the data in a given snap shot (of time) -> cross-sectional
- analyzing the data we formulate a model -> inductive
- knowing that our target audience will interpret the model according a specific business environment, our philosophy is interpretivism