

Empirical Research Methodology in Management

Classroom:

Classroom 0301 (Business School Building)

Timetable:

8:00–11:30 Wednesday (July 8, July 15, July 22)

8:00–11:30 Thursday (July 9, July 16, July 23)

8:00–11:30 Friday (July 10, July 17, July 24)

Curriculum Vitae

Wayne Wei Huang (Tenured Full Professor), from Ohio University, USA.

Huang holds a PhD degree in Information Systems (IS). IS has emerged as an academic discipline that integrates many different disciplines such as computer science, management, and social sciences. Wayne himself is the product of such multiple disciplines and he has been awarded degrees in science, engineering, business/management, and information systems. He has some industrial working experience in IT as well as some research experience in universities in Australia, USA, Singapore, and Hong Kong.

Huang's research interests are in electronic commerce, offshore outsourcing, group support systems (GSS), computer-mediated communication (CMC), Knowledge Management Systems, Software Engineering, and eLearning. He has been awarded research grants for doing research by universities in Australia, Hong Kong, Singapore and USA (with other research collaborators).

Huang has had more than 20 years of full-time teaching experience in universities as well as a few years of IT industrial working experience (as a system analyst/programmer). His research combines both quantitative and qualitative research methodologies. He has published more than 110 refereed research papers in international journals, book chapters, and conference proceedings, including some leading international MIS/IS journals such as IEEE Transactions on Systems, Man, and Cybernetics; Journal of Management Information Systems (JMIS); Communications of ACM (CACM); IEEE Transactions on Professional Communication; Information & Management (I&M); Decision Support Systems (DSS); Communications of AIS (CAIS); ACM Transaction on Information Technology (ACM TOIT); and European Journal of Information Systems (EJIS). He has presented his research papers in most leading and prestigious international conferences on information systems, such as ICIS (the top MIS/IS annual conference in the world, USA), HICSS (USA), DSI (USA), AMCIS (USA), IFIP (Europe), and ECIS (Europe).

Huang is a very active researcher. He published two books in USA and more than 40 research papers in international peer-reviewed journals in the last five years.

Huang's research work and published papers have been cited by the top 5 international IS/MIS journals, including MIS Quarterly (MISQ), Journal of MIS (JMIS), Information Systems Research (ISR), and IEEE transactions.

He is currently a Senior Editor of International Journal of Data Base, an ACM publication, USA; the Executive Editor of International Journal of Internet and Enterprise Management (IJIEM), USA; and on the Editorial Boards of Information & Management (I & M), International Journal of Global Information Management (JGIM), Journal of Database Management (JDM), and International Journal of Computer Information Systems (JCIS), USA

Huang is the founding chair of AIS SIG-ISAP (IS in Asia Pacific, <http://sigs.aisnet.org/SIGISAP/>), which is an academic association, being officially approved by the Association for Information Systems (AIS), for IS/MIS researchers/scholars in the world who are interested in IS issues in Asia Pacific. AIS is the premier global organization for academics specializing in Information Systems with more than 5,000 members in Europe, North America, Asia, and Africa.

Huang is one of the three founding members of the "GlobalText Project" (GTP, www.GlobalText.org), which has the vision of creating an electronic library with more than 1,000 free electronic text books for college students around the world who cannot afford expensive quality text books for college education. This project has been reported and publicized by numerous international media (newspapers, magazines, radios, etc.) in USA, UK, Germany, Australia, Demark, Spain, Malaysia, and South Africa, including well-known international media such as Business Week, USA; Voice of America, USA; The Chronicle of Higher Education, USA; Christian Science Monitor, USA; Computerworld, Australia;

Course Description

For those PhD students who are motivated to do quality research and publish papers in international papers. No other special requirements.

Learning Objectives of the course:

1. Know how to choose and determine a good research topic
2. Develop an understanding of the quality research process
3. Select and apply appropriate methodologies to solve a research problem; Design research studies for research issues
4. Know how to design an experimental research

5. Know how to conduct a survey research
6. Know how to judge the quality of a research work
7. Work out a PhD research proposal yourself by applying the research methodology that you'll learn in the course.

Reference books

Davis, G.B. and Parker, C.A. Writing the doctoral dissertation: A systematic approach, Barron's Educational Series, Inc., New York, 1979

Cooper, D. and W. Emory, Business Research methods, 1991 (4th ed.), Homewood, IL : Irwin (USA)