

台大 方法論

講授大綱

學年學期：103學年度第2學期

任課教師：許士軍 教授

課程目標：

本科目乃配合博士班同學從事理論研究之需要而開設，此種研究乃建立於科學研究方法上，因此其內容乃依照一般科學研究步驟給予有系統之討論。但對於理論，研究與方法間之關係將加重視。主要講題包括科學研究之邏輯與性質，理論建構與研究，假設發展與驗證，衡量理論及方法、研究設計及實施、資料分析及解釋等。

This course is designed specifically for preparing and assisting students undertaking their dissertation research as required by the degree program. The contents of the course are structured in accordance with that of the methodologies of scientific research. Emphasis is placed upon conceptual construction, research methods and techniques.

先修科目：統計學

指定用書：

Chava Frankfort-Nachmias and David Nachmias, *Methods in the Social Sciences*, 7th ed. Worth, 2007.

教學進度：

1. Introduce to Social Science Research

Text : Ch 1

B & B (7) : Ch 1

Baldrige, D.C., S.W.Floyd and L. Markocry, 2004 “ Are Managers from Academics from Venus? Toward an Understanding of the Relationship Academic Quality and Practices” *Strategic Management Journal* 25, 1063-74.

2. The Meaning of Theory and Its Role in Research

LIN (41) : Ch 2

3. Theory Construction & Paradigm

LIN (41) : Ch 3

B & B(7) : Ch 2

BLA(8) : Ch 1

Weick (57)

4. Research Problems and Hypothesis

Text : Ch 2

KR (38) : Ch 2

DN (22) : Ch 4

5. Constructs, Variables, and Relations

Text: Chs 3,5

KR (38): Ch3

6. Measurement and Scaling Methods

Text : Chs 26,27 &28

B & B (7) : Ch 3

LIN (41) : Ch 10

7. Research Design (1)

Text: Chs18&19

KR(38): Ch17

8. Research Design (2)

Text : Chs 20&23

9. Qualitative Research

Text : Ch24, pp.588-593

Jack (1979) (34)

Morgan & Smircich (1980) (45)

Strauss & Corbin (1980) (55)

10. Case Study Research

Eisenhardt (1989) (26)

Yin (1984) (61)

11. Survey Research

Text : Ch 25

12. Data Analysis

Text : Ch9, 13-16

Davis, J. A. (1985), *The Logic of Causal Order*, Newbury Park, CA : Sage (23)

B & B (7) : Ch 5

BC (14) : Chs 2 & 3

13. Comparative Research

「專題訪談—世紀之交、人文社會的樣態」

受訪人：葉啟政，黃光國

淡江人文社會學刊五十週年校慶特刊 (89.1) PP.95—120

BR(12) : Ch 1

HSU : 從比較觀點探討中國式管理理論之發展

Earleys Singh “ International and Intercultural Management Research
Next ? ”

AMJ , V.38, N.2 (April 1995),327- 40

14. Research Ethics

Text : Ch 17

Donald Kennedy, *Academic Duty*, Harvard University Press, 1997

(中譯本：楊振富譯，〈學術這一行〉第八章：誠實為上，第255-292)

15. Presentation and Style: The Chicago Manual Craft : Chs 11-15

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Century Cross Cultural Management *Organizational Science Ab*
by C. A. B. Osigweh, Yg.. N. Y. Plenum Press, 27-54.
2. Ary, D., L. C. Jacobs, and A. Razawiehu (1985), *Research in Educa*
, 3rd ed. CBS College Publishing. (AJR)
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4. Becker, H. S. (1986), *Writing for Social Scientists*. Chicago : The University of Chicago Press.
5. Behling, O. (1980), " The Case for Natural Science Model for Research In Organizational Behavior and Organizational Theory," *Academy of Management Review*, 5, 483-90.
6. Berry, W. D., and M. S. Lewis-Beck, eds. (1986), *New Tools for Social Scientists Advances and Applications in Research Methods*. Beverly Hills, CA : Sage.
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