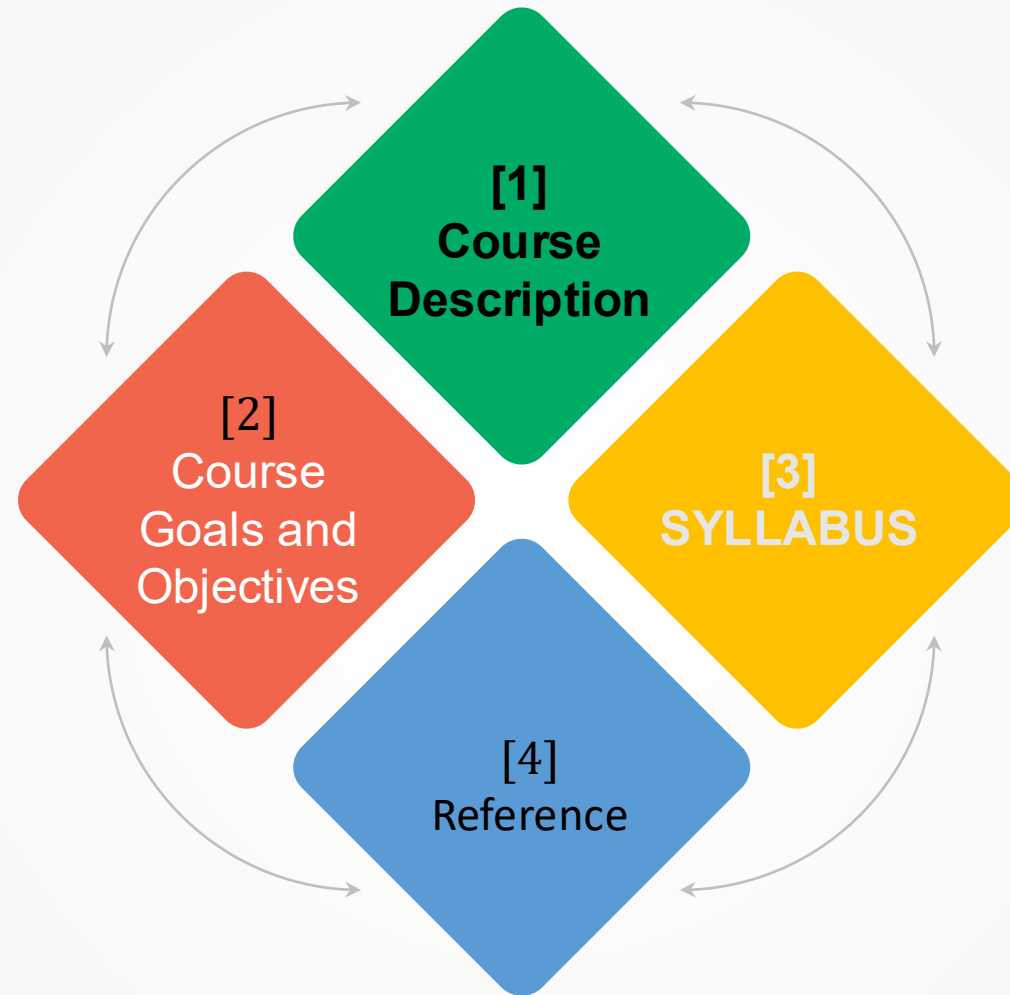




# Entrepreneur & Management Research

Tumpal P. Situmorang

# Introduction



# INTRODUCTION



**[1]  
Course  
Description**

1. Foundations of Research in Entrepreneurship and Management
2. Research Process and Methodological Skills
3. Applying Research to Managerial and Entrepreneurial Contexts



# INTRODUCTION

[2]  
Course Goals and  
Objectives

1. Understanding Fundamental Research Principles
2. Developing Research Methodology and Analytical Skills
3. Cultivating Scientific Thinking and Academic Integrity



# INTRODUCTION

[3]  
SYLLABUS

Weekly Schedule		
Week	Main Topics	Keywords
1	Why Research Matters for Entrepreneurs and Managers	Evidence-based management
2	From Business Problems to Research Opportunities	Problem identification, research questions
3	Thinking Like a Researcher: Paradigms and Perspectives	Research paradigms, epistemology
4	Literature Review as Strategic Mapping	Research gap, conceptual framework
5	Designing Research Projects	Research design, methodology
6	Sampling and Respondent Strategy	Population, sampling techniques
7	<b>Midterm Test</b>	



# INTRODUCTION

[3]  
SYLLABUS

8	Data Collection in Entrepreneurial Contexts	Surveys, interviews, observation
9	Instrument Development	Validity, reliability
10	Quantitative Data Analysis	Descriptive statistics, interpretation
11	Qualitative Data Analysis	Coding, thematic analysis
12	Interpreting Research Findings	Academic interpretation
13	Academic Writing and Reporting	Research paper structure
14	Research Presentation Preparation	Academic communication
15	Final Research Showcase	Presentation, reflection
16	<b>Final Test</b>	

# Reference

1. **Saunders, M., Lewis, P., & Thornhill, A. (2023):** Research Methods for Business Students (9th Edition).
2. **Creswell, J. W., & Creswell, J. D. (2018):** Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th Edition)
3. **Sekaran, U., & Bougie, R. (2016) :** Research Methods for Business: A Skill-Building Approach (7th Edition)
4. **Bryman, A., & Bell, E. (2019):** Business Research Methods (5th Edition). **Oxford University Press**
5. **Hair, J. F., et al. (2019):** Multivariate Data Analysis (8th Edition). **Cengage.**
6. **Neergaard, H., & Ulhøi, J. (2007):** Handbook of Qualitative Research Methods in Entrepreneurship.





# **Entrepreneur & Management Research**



# 1. Course Opening

- . Research is a fundamental skill for management and entrepreneurship students → (e.g., analyzing market trends before launching a startup).
- . Understanding research methods helps students evaluate business problems critically → (e.g., identifying causes of declining sales).

# 1. Course Opening

- . Research bridges academic knowledge and real-world managerial practice → (e.g., applying theories to solve organizational issues).
- . This course introduces the research process in entrepreneurship and management contexts → (e.g., designing research projects on business innovation).

## 2. Learning Objectives

- Understand the role of research in entrepreneurship and management → (e.g., analyzing market demand before launching a product).
- Develop the ability to identify research problems in business contexts → (e.g., studying factors affecting customer loyalty).
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## 2. Learning Objectives

- Learn systematic research methods for data collection and analysis → (e.g., conducting surveys or interviews).
- Interpret research findings to support managerial decision-making → (e.g., using data insights to improve marketing strategies).

### 3. Business Environment

- . The business environment is increasingly dynamic and unpredictable → (e.g., rapid technological disruption).
- . Organizations must respond to changing market conditions quickly → (e.g., adapting business models during digital transformation).
- . Competition occurs not only locally but also globally → (e.g., startups competing with multinational firms).
- . Understanding environmental changes requires systematic research → (e.g., industry trend analysis).

## 4. Examples of Competition

- . Technology companies compete through innovation (e.g., Apple vs Samsung in smartphone markets).
- . Digital platforms compete for user engagement (e.g., Netflix vs Disney+ in streaming services).
- . Retail businesses compete through pricing and service quality (e.g., Amazon vs traditional retailers).
- . Startups compete by introducing disruptive business models (e.g., Uber transforming transportation services).

## 5. Decision Uncertainty

- Managers frequently make decisions with incomplete information (e.g., launching a product without knowing exact customer demand).
- Market conditions often change faster than organizations can predict (e.g., sudden shifts in consumer preferences).
- Strategic decisions involve risks that cannot be entirely eliminated (e.g., investing in a new technology).
- Research helps reduce uncertainty by providing evidence-based insights (e.g., feasibility studies before entering new markets).

## 6. Market Examples

- Companies conduct market research to understand consumer preferences (e.g., surveys on customer satisfaction).
- Businesses analyze market size before launching products (e.g., estimating potential demand for electric vehicles).
- Firms study competitors to understand industry dynamics (e.g., benchmarking competitor strategies).
- Organizations use market data to identify emerging opportunities (e.g., growing demand for sustainable products).

## 7. Importance of Information

- . Accurate information improves the quality of managerial decisions (e.g., analyzing sales data before adjusting prices).
- . Information reduces risks associated with strategic choices (e.g., evaluating market demand before investment).
- . Organizations use information to understand internal performance (e.g., employee productivity data).
- . Data-driven insights enable organizations to plan more effectively (e.g., forecasting future sales).

## 8. Role of Research

- Research provides systematic methods to gather reliable data (e.g., conducting surveys and interviews).
- Research helps identify relationships between business variables (e.g., marketing spending and sales performance).
- Research supports evidence-based managerial decisions (e.g., evaluating strategies using performance metrics).
- Research enables organizations to understand complex business phenomena (e.g., studying consumer decision-making).

## 9. Concept of Research

- Research involves identifying problems and formulating questions (e.g., why customer loyalty declines).
- Research requires systematic data collection (e.g., surveys, interviews, observations).
- Research analyzes data to discover patterns or relationships (e.g., statistical analysis of sales data).
- Research interprets findings to generate meaningful conclusions (e.g., recommendations for business strategy).

## 10. Research Purpose

- Research aims to explain business phenomena (e.g., understanding why customers switch brands).
- Research helps predict future market behavior (e.g., forecasting demand for electric vehicles).
- Research supports problem-solving in organizations (e.g., identifying causes of declining employee productivity).
- Research generates knowledge that improves managerial practice (e.g., developing effective leadership strategies).

# 11. Scientific Research

- Scientific research follows systematic procedures (e.g., defining research questions and collecting data).
- Scientific research relies on empirical observation (e.g., analyzing real customer purchasing data).
- Scientific research uses analytical methods to interpret findings (e.g., statistical analysis of survey results).
- Scientific research produces knowledge that can be tested and verified (e.g., replicating studies in different contexts).

## 12. Knowledge Development

- Research expands knowledge in business and management (e.g., studies on consumer decision-making).
- Academic research contributes to theoretical development (e.g., leadership theories in management).
- Research findings inform practical business strategies (e.g., data-driven marketing approaches).
- Continuous research supports organizational learning (e.g., improving processes through performance studies).

## 13. Characteristics of Research

- Research is systematic and organized (e.g., following a structured research design).
- Research is objective and evidence-based (e.g., using measurable data instead of assumptions).
- Research is analytical and critical (e.g., examining relationships between variables).
- Research is replicable and verifiable (e.g., repeating studies to confirm results).

## 14. Reliability and Validity

- Reliability refers to consistency of research results (e.g., repeating a survey and obtaining similar outcomes).
- Validity refers to accuracy of measurement (e.g., measuring customer satisfaction correctly).
- Reliable and valid research ensures trustworthy conclusions (e.g., consistent results across multiple studies).

## 15. Replicability

- Replicability means research can be repeated by other researchers (e.g., repeating a marketing study in different regions).
- Replication verifies the reliability of findings (e.g., confirming survey results across samples).
- Replicability strengthens scientific credibility (e.g., similar results across multiple studies).
- Replication supports cumulative knowledge development (e.g., expanding previous research findings).

## 16. Evidence-Based Management

- Evidence-based management uses data and research to guide decisions (e.g., analyzing performance metrics before policy changes).
- Managers integrate research findings with organizational experience (e.g., combining analytics with managerial expertise).
- Evidence-based decisions improve organizational performance (e.g., using data to optimize marketing strategies).
- Organizations that rely on evidence adapt better to market changes (e.g., adjusting strategies based on real-time data).

## 17. Key Takeaways

- Research helps organizations understand complex business environments (e.g., analyzing global market trends).
- Entrepreneurs use research to identify opportunities and reduce risks (e.g., conducting feasibility studies).
- Managers rely on research to support strategic decisions (e.g., evaluating business performance data).
- Research contributes to innovation and long-term success (e.g., developing new products through market insights).

## 18. Conclusion

- Research is essential for understanding complex business and management phenomena (e.g., analyzing consumer behavior to improve marketing strategies).
- Systematic research reduces uncertainty in entrepreneurial and managerial decision-making (e.g., using market research before launching a new product).
- Research enables organizations to generate reliable knowledge for strategic planning (e.g., studying market trends to guide business expansion).
- Developing research skills helps students analyze real-world business problems critically (e.g., conducting studies on startup performance).

## 18. Conclusion

- Research is essential for understanding complex business and management phenomena (e.g., analyzing consumer behavior to improve marketing strategies).
- Systematic research reduces uncertainty in entrepreneurial and managerial decision-making (e.g., using market research before launching a new product).
- Research enables organizations to generate reliable knowledge for strategic planning (e.g., studying market trends to guide business expansion).
- Developing research skills helps students analyze real-world business problems critically (e.g., conducting studies on startup performance).

## 19. Closing Remarks

- Research skills are fundamental for students studying entrepreneurship and management (e.g., analyzing business problems through academic studies).
- Understanding research principles prepares students for future academic and professional challenges (e.g., conducting thesis or business research projects).
- This course will guide students through the complete research process (e.g., from identifying problems to analyzing data).
- The next lecture will focus on transforming business problems into research questions (e.g., identifying research gaps in management studies).

# References

- Saunders et al. (2023) Research Methods for Business Students
- Creswell & Creswell (2018) Research Design
- Sekaran & Bougie (2016) Research Methods for Business
- Bryman & Bell (2019) Business Research Methods
- Hair et al. (2019) Multivariate Data Analysis
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# thanks for watching



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Tumpal Situmorang



Tumpal Situmorang



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