

ENTREPRENEUR & MANAGEMENT RESEARCH

Designing Research Projects

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REVIEW OF MEETING 4

LITERATURE REVIEW AS STRATEGIC MAPPING

01

A Literature Review Maps The Intellectual Terrain of a Topic

(e.g., identifying trust, authenticity, and persuasion as dominant themes in influencer marketing studies).

02

It Reveals What is Over-Studied, Under-Studied and Inconsistently Studied

(e.g., customer satisfaction is widely tested, but post-purchase emotional recovery is less explored).

03

Research Gap is The Core Outcome of a Strong Review

(e.g., showing that direct-effect models are often too simple and need mediating mechanisms).

04

A Conceptual Framework Should Emerge from Reviewed Knowledge

(e.g., adding value co-creation or fear of failure because literature shows a missing explanatory process).

INTRODUCTION



Research Design as the Logic of Inquiry

Research Design is The Blueprint That Turns Ideas Into Inquiry

(e.g., deciding whether digital trust should be examined through a large-scale survey, in-depth interviews, or a mixed-method design).

It Connects Research Questions With The Kind of Evidence Needed

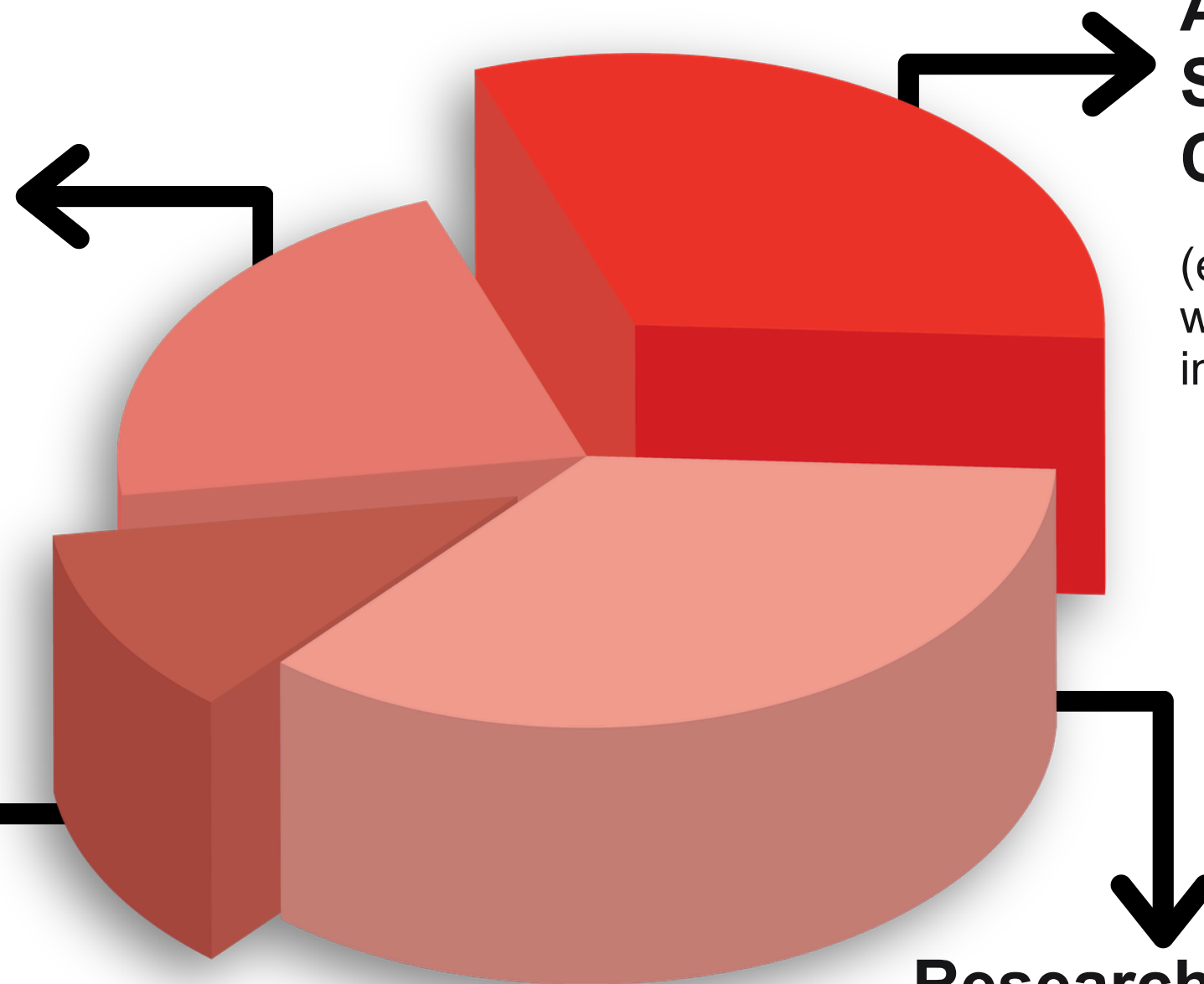
(e.g., causal questions require different evidence from meaning centered questions).

A Strong Design Protects a Study From Conceptual Confusion

(e.g., not asking interpretive questions while using only rigid closed ended instruments).

Research Design is Where Theory, Practicality, and Evidence Meet

(e.g., statistical significance in a survey or rich meaning in an in-depth interview).



WHAT IS RESEARCH DESIGN?

➤ **Research design is the overall plan for answering research questions**

(e.g., deciding how a study on employee identification will move from theory to data and interpretation).

➤ **It includes choices about approach, strategy, data, and analysis**

(e.g., selecting survey design, interview design, case study, or mixed methods).

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WHAT IS RESEARCH DESIGN?

- ▶ **It is broader than data collection techniques**
(e.g., questionnaires are tools, but design explains why and how they are used).
- ▶ **A good design aligns purpose, theory, method, and evidence**
(e.g., ensuring that a finance study on investment intention uses data suited to modeling decision processes).

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STARTING FROM PURPOSE

01 EXPLORATORY DESIGN IS USEFUL WHEN A PHENOMENON IS STILL UNCLEAR

(e.g., exploring how founders interpret early-stage failure experiences).

02 DESCRIPTIVE DESIGN IS USEFUL WHEN RESEARCHERS WANT TO PORTRAY PATTERNS OR PROFILES

(e.g., describing the financial literacy level of young investors).



EXPLORATORY, DESCRIPTIVE, AND EXPLANATORY DESIGN

03 EXPLANATORY DESIGN IS USEFUL WHEN RESEARCHERS WANT TO TEST RELATIONSHIPS OR MECHANISMS

(e.g., examining whether perceived organizational support explains identification through mediation).

04 PURPOSE SHOULD SHAPE THE DESIGN FROM THE BEGINNING

(e.g., not forcing an explanatory model when the field still needs exploration).

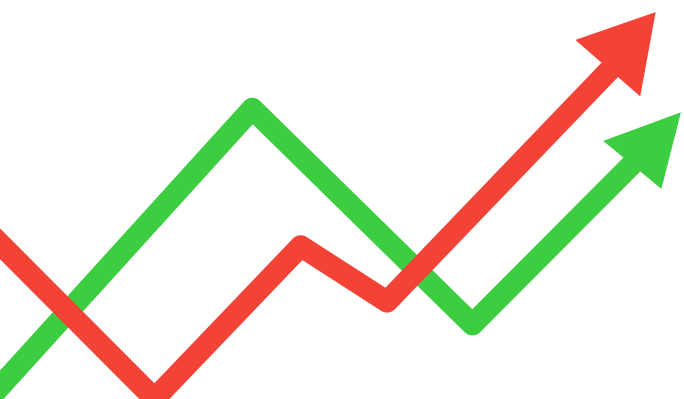


RESEARCH APPROACH

QUANTITATIVE, QUALITATIVE, AND MIXED METHODS

01 **QUANTITATIVE DESIGN IS USEFUL FOR TESTING PATTERNS, RELATIONSHIPS, AND GENERAL TENDENCIES**

(e.g., modeling how financial knowledge shapes investment intention through serial mediation).

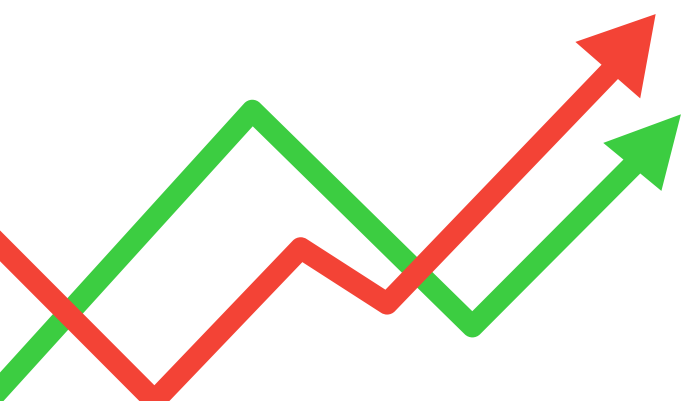


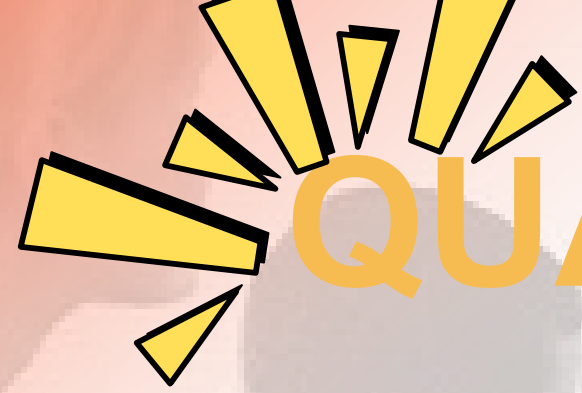


QUANTITATIVE, QUALITATIVE, AND MIXED METHODS

02 QUALITATIVE DESIGN IS USEFUL FOR UNDERSTANDING MEANING, CONTEXT, AND PROCESS

(e.g., exploring how entrepreneurs interpret fear of failure and withdrawal).

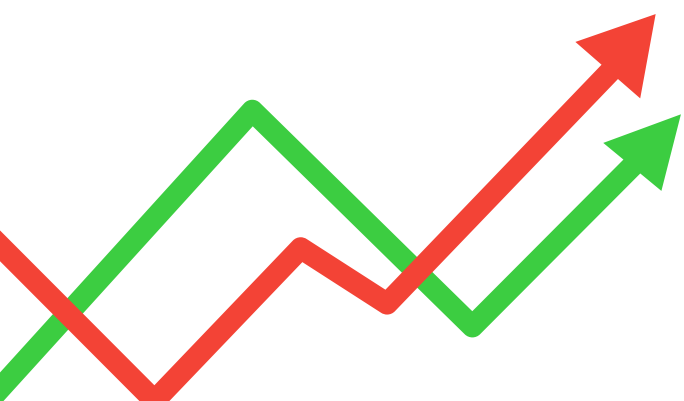




QUANTITATIVE, QUALITATIVE, AND MIXED METHODS

03 MIXED METHODS DESIGN IS USEFUL WHEN ONE FORM OF EVIDENCE IS NOT ENOUGH

(e.g., combining surveys and interviews to understand both customer engagement patterns and customer value perceptions).

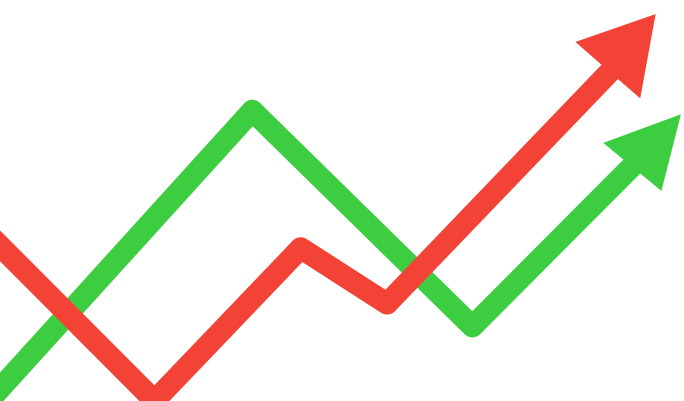




QUANTITATIVE, QUALITATIVE, AND MIXED METHODS

04 APPROACH SHOULD FOLLOW THE RESEARCH PROBLEM, NOT RESEARCHER HABIT

(e.g., not choosing a survey simply because it is familiar).





ALIGNMENT IN RESEARCH DESIGN

QUESTION, THEORY, DESIGN, AND EVIDENCE



A GOOD DESIGN ALIGNS RESEARCH QUESTION AND EVIDENCE

(e.g., a mediation question requires data that can capture process links, not only surface descriptions).



ALIGNMENT IN RESEARCH DESIGN

QUESTION, THEORY, DESIGN, AND EVIDENCE



**THEORY SHOULD GUIDE WHAT IS MEASURED OR
EXPLORED**

(e.g., Service-Dominant Logic justifies value co-creation in
a marketing design).



ALIGNMENT IN RESEARCH DESIGN

QUESTION, THEORY, DESIGN, AND EVIDENCE



EVIDENCE SHOULD FIT THE LEVEL OF THE CLAIM

(e.g., broad causal claims need stronger design than anecdotal observation).



ALIGNMENT IN RESEARCH DESIGN

QUESTION, THEORY, DESIGN, AND EVIDENCE



MISALIGNMENT WEAKENS OTHERWISE INTERESTING STUDIES

(e.g., using a narrow descriptive design for a complex explanatory question).

DESIGN CHOICES IN PRACTICE

STRATEGY, TIME HORIZON, AND FEASIBILITY

01

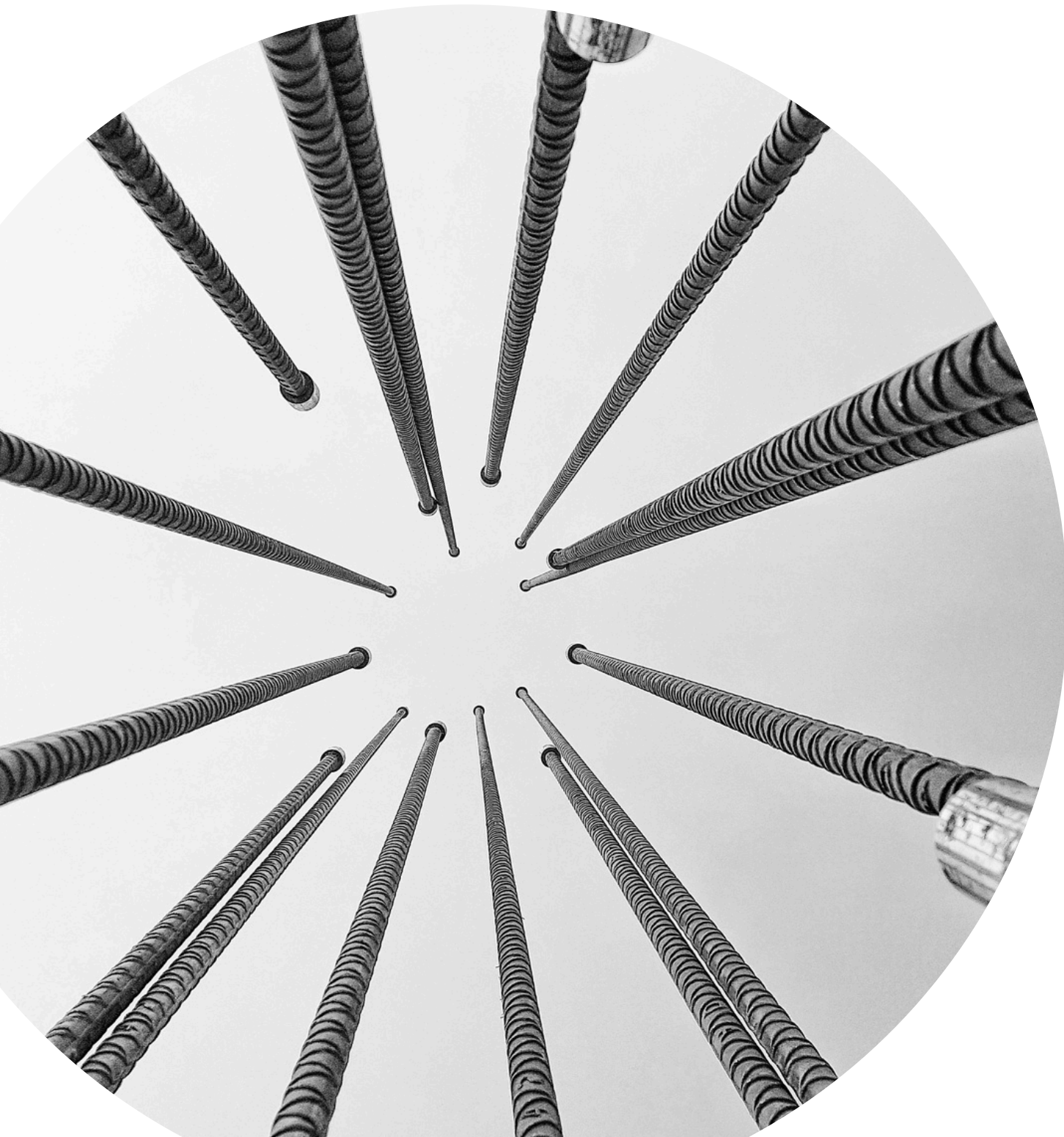
Research strategy should fit the phenomenon

(e.g., customer trust can be measured through standardized items and analyzed statistically).

02

Time horizon matters in design

(e.g., cross-sectional design captures a moment, while longitudinal design captures change and development).



DESIGN CHOICES IN PRACTICE

STRATEGY, TIME HORIZON, AND FEASIBILITY

03

Feasibility is part of good design, not a secondary concern

(e.g., a startup study must consider access to founders, records, and time sensitive data).

04

Strong design balances rigor and realism

(e.g., a feasible mixed method project is better than an idealized but impossible one).



MARKETING EXAMPLE

DESIGNING A MARKETING RESEARCH PROJECT



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01

A marketing project should begin with a design that matches the explanatory mechanism

(e.g., testing engagement → value co creation → loyalty requires a mediation-oriented design).

02

Theory should justify the model before data are collected

(e.g., Service-Dominant Logic explains why value co-creation belongs in the design).

MARKETING EXAMPLE

DESIGNING A MARKETING RESEARCH PROJECT



source: <https://share.google/OgNp52sR38PNBB0Ev>

03 **Measurement must reflect conceptual distinctions**
(e.g., customer engagement should not be measured as if it were customer loyalty).

04 **The design should produce evidence strong enough for the intended claim**
(e.g., a broad mediation claim needs structured data from an appropriate sample).

ENTREPRENEURSHIP EXAMPLE

DESIGNING AN ENTREPRENEURSHIP RESEARCH PROJECT



source: <https://share.google/OgNp52sR38PNBB0Ev>

01

An entrepreneurship project should capture process, not only outcomes

(e.g., obstacles matter because they trigger fear of failure and shape opportunity decisions).

ENTREPRENEURSHIP EXAMPLE

DESIGNING AN ENTREPRENEURSHIP RESEARCH PROJECT



source: <https://share.google/OgNp52sR38PNBB0Ev>

02

Design should reflect the level of explanation sought

(e.g., modeling withdrawal behavior requires more than simply listing obstacles).

ENTREPRENEURSHIP EXAMPLE

DESIGNING AN ENTREPRENEURSHIP RESEARCH PROJECT



source: <https://share.google/OgNp52sR38PNBB0Ev>

03

Theory should explain the psychological or structural path

(e.g., a social cognitive perspective on achievement motives justifies fear of failure as mediator).

ENTREPRENEURSHIP EXAMPLE

DESIGNING AN ENTREPRENEURSHIP RESEARCH PROJECT



source: <https://share.google/OgNp52sR38PNBB0Ev>

04

Entrepreneurship design often benefits from sensitivity to timing and context

(e.g., nascent entrepreneurial activity is time sensitive and process-oriented).

CONCLUSION!

01

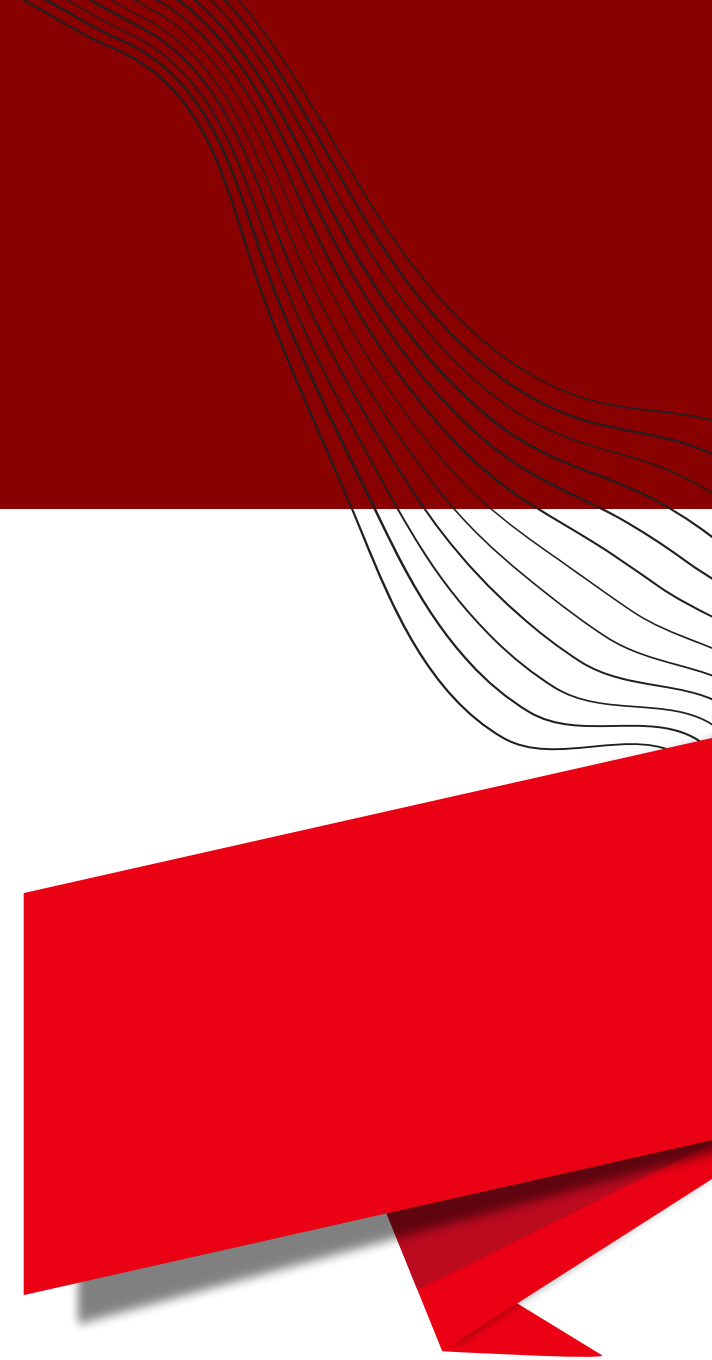
Research design is the bridge between research questions and credible evidence

(e.g., a mediation question requires a design capable of capturing process links).

02

A strong design aligns purpose, theory, method, and feasibility

(e.g., a startup study must be both conceptually strong and realistically executable).



CONCLUSION!

03

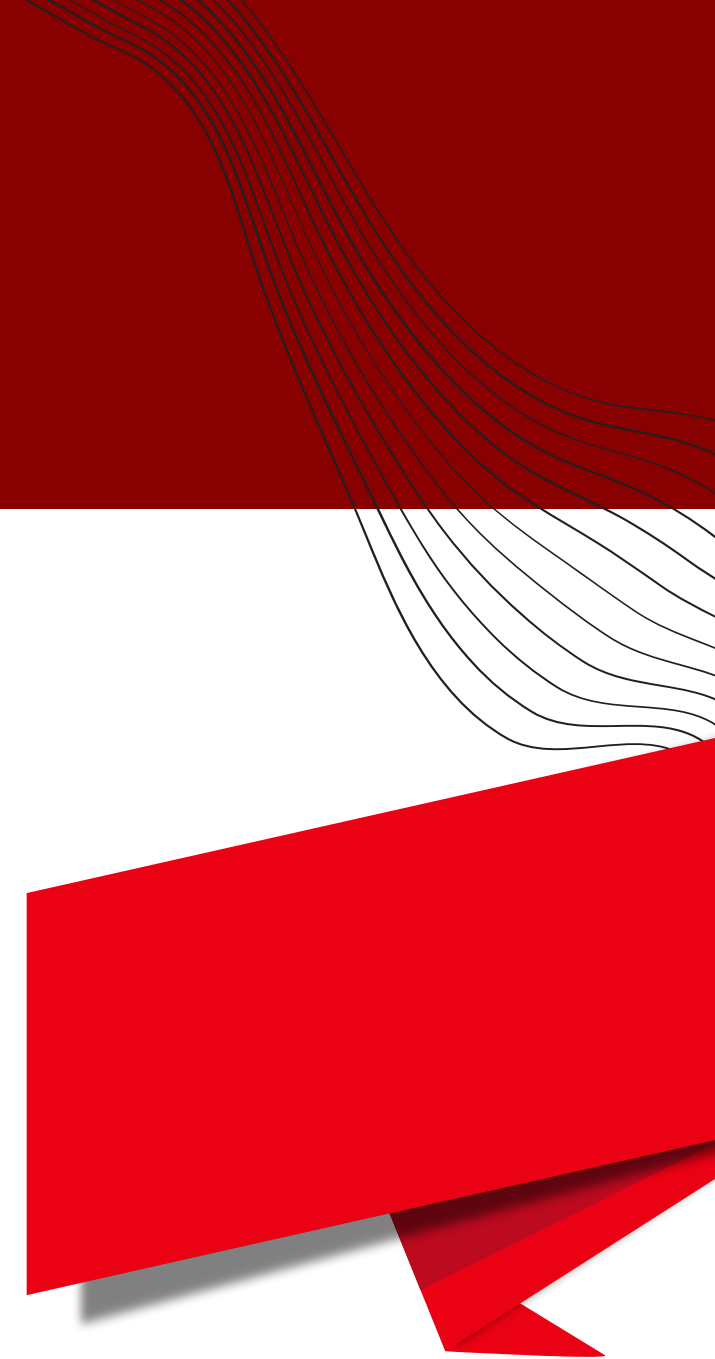
Design decisions shape the strength of contribution

(e.g., weak design can reduce even a promising topic to a shallow study).

04

Good research design makes inquiry systematic rather than accidental

(e.g., turning reviewed knowledge into a workable empirical plan).



KEY TAKEAWAYS

Research design is the overall plan for answering research questions

(e.g., not just choosing tools, but organizing the whole inquiry).

Purpose should come before method

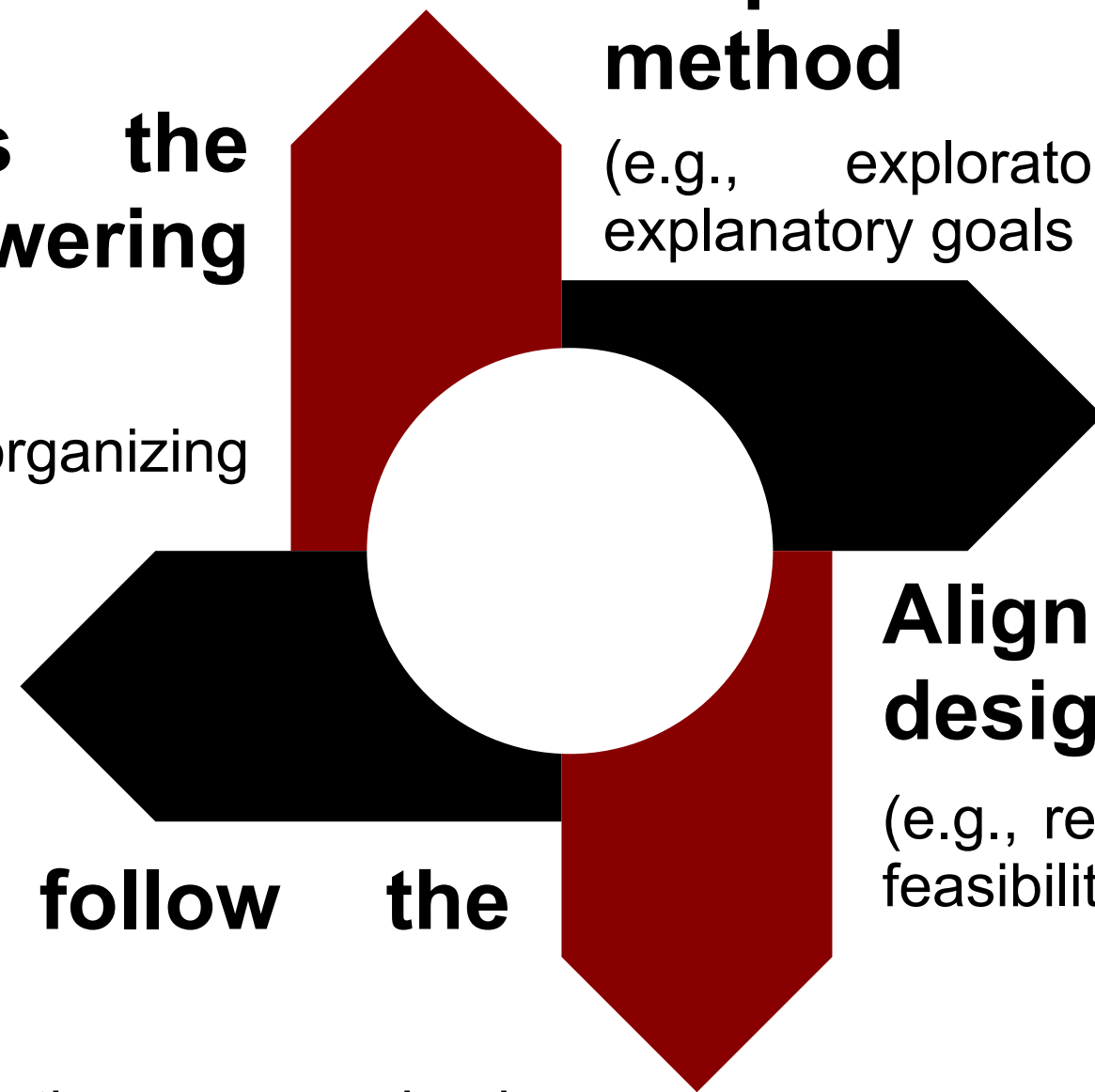
(e.g., exploratory, descriptive, and explanatory goals require different designs).

Approach must follow the problem

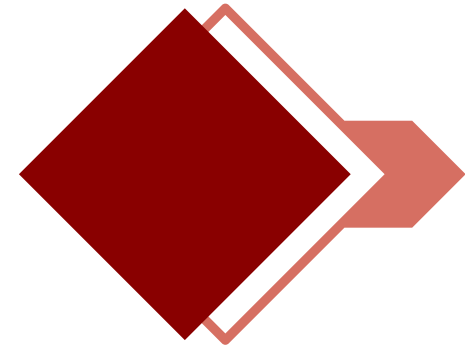
(e.g., quantitative, qualitative, or mixed methods should be selected because the problem demands it).

Alignment is the heart of strong design

(e.g., research question, theory, evidence, and feasibility must move together).

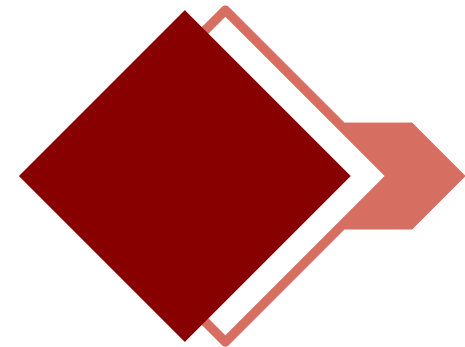


CLOSING REMARKS



A strong project is designed, not improvised

(e.g., good studies do not jump from topic to data without a plan).



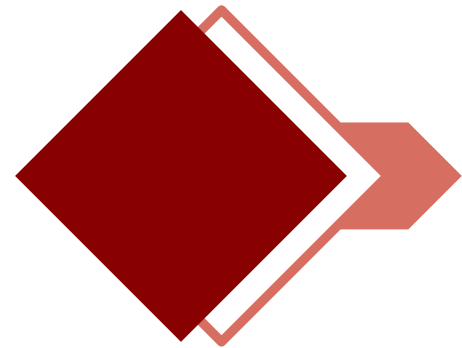
Research design turns literature and theory into a workable investigation

(e.g., converting a gap and framework into a feasible research plan).



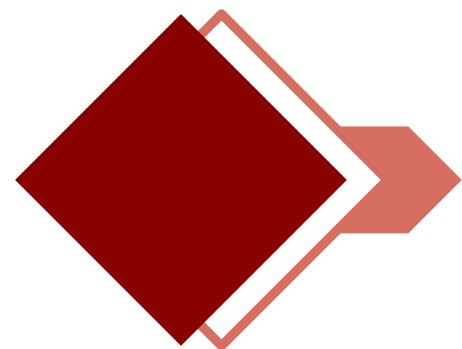
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CLOSING REMARKS



Methodological maturity begins when design choices become intentional

(e.g., choosing methods because they fit the inquiry, not because they are familiar).



The next step is to understand how populations and respondents are selected

(e.g., moving from design logic to sampling strategy).



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See you in Meeting
6, with the topic:

**Sampling and
Respondent
Strategy**



REFERENCE

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**THANK
YOU**