Designing and Assessing Research Work

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The purpose of this talk is to give participants an exposure (and perhaps some participation) of how a research problem is developed, of how the problem is modeled, of how managerial insights can be derived, and of how the contribution of the research is evaluated.

Reading Materials -Two Journal Articles:


Discussion Topics

With respect to the two journal papers, we would like the participants to address the strengths and weaknesses of these two papers. We would like the participants to respond to the following questions:

- **The Problem** –
  
  Is this research a theoretical one or applied one?
  Is it a new problem or an old problem?
  Is this research concerns a real-life problem or is it artificially contrived?
  If it is a real-life problem, is it a relevant one (is it something that is current and has a good chance of having an impact on industry)?
  Is the problem soundly supported by literature?
  Are the references comprehensive?
  Is the research an intellectually challenging one?
  Is it a creative?

- **The Model or Research Methodology**

  Is it empirical research or analytical research?
  What kind of model is being used?
  Is the model a new one?
  Is the structure of the model a new one?
  Is there a new technique involved?
  Is the methodology correctly applied?
  Is there other methodology that might be more appropriate?
Results and Managerial Implications

What are the results of the research?
What are the managerial insights?
Are there new theories or concepts?
Are the concepts supported by the results?
Will business benefit from this research? Immediately or with a lot of further work?

Contribution and Future Research Directions

Is this a theoretical or applied contribution?
Are the insights interested or something that is well-known?
Is it about applying a new technique to an old problem?
Is it about applying an old technique to a new problem?
Is it about applying a new technique to a new problem and is able to provide new insights?
What is being created?
Do you find the research to be innovative?

The Discussion Process

We will discuss “Problem” and “Modeling or Research Methodology”.

We will go around to each participant and discuss the answers or any other issues provided by them. Participants are encouraged to express their thinking.

We will discuss “Results and Managerial Implications” and “Contribution and Future Research Directions”.