



MASTER IN ENTREPRENEURSHIP  
INNOVATION MANAGEMENT  
IN COLLABORATION WITH **MIT SLOAN**

IN COLLABORATION WITH

**MIT** MANAGEMENT  
SLOAN SCHOOL



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
**PARTHENOPE**

MASTER MEIM 2022-2023

# Research design in project management

## Master 2022-2023

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Rector's Delegate for Start Cup Campania 2023

Chair of IEEE Blockchain Italy

# WHAT IS RESEARCH DESIGN ?

## Short presentation of participants

- Name
- Master degree
- Thesis topic
- Professional goals for your future
- Have you conducted research before MEIM?
- Have you written research projects?



# RESEARCH DESIGN



# WHAT IS RESEARCH DESIGN ?

It is a *blueprint* for the material and data collection, the measurement and analysis of expected results



# DESCRIPTIVE RESEARCH DESIGN MAKES USE OF **SIX W'S** OF RESEARCH

- Who – is a part of study?
- What – information to be collected?
- When – is the information to be collected?
- Where – should the respondents be contacted?
- Why – are we obtaining the information?
- Which – way of obtaining information?



# NEED FOR RESEARCH DESIGN

- It facilitates ***smooth flow*** of various research processes
- A good research design means that good research results can be obtained with ***minimum utilization of time, money and effort***
- A research without a research design is like ***being lost on journey*** without a guiding light
- It channelizes the energy into ***right direction***
- It helps a researcher in deciding the ***relevant and irrelevant facts***



# A GOOD RESEARCH DESIGN SERVES

*To confine the boundaries* of research activity



# FEATURES OF A GOOD RESEARCH DESIGN

A research design appropriate for a particular research problem, usually involves the following features.

- **Objectivity:** no proclivity, free from biasness
- **Reliability:** should deliver consistent results each time
- **Validity:** design would deliver accurate and correct results.
- **Generalizations**





- **The important things that need to be observed while preparing these designs are:**
  - ❖ **Definition of problem**
  - ❖ **Methods of data collection**
  - ❖ **Preparation of instruments**
  - ❖ **Sampling designs**
  - ❖ **Data collection and analysis techniques**



# Types of Research

Exploratory Study

Descriptive Study

Experimental Study

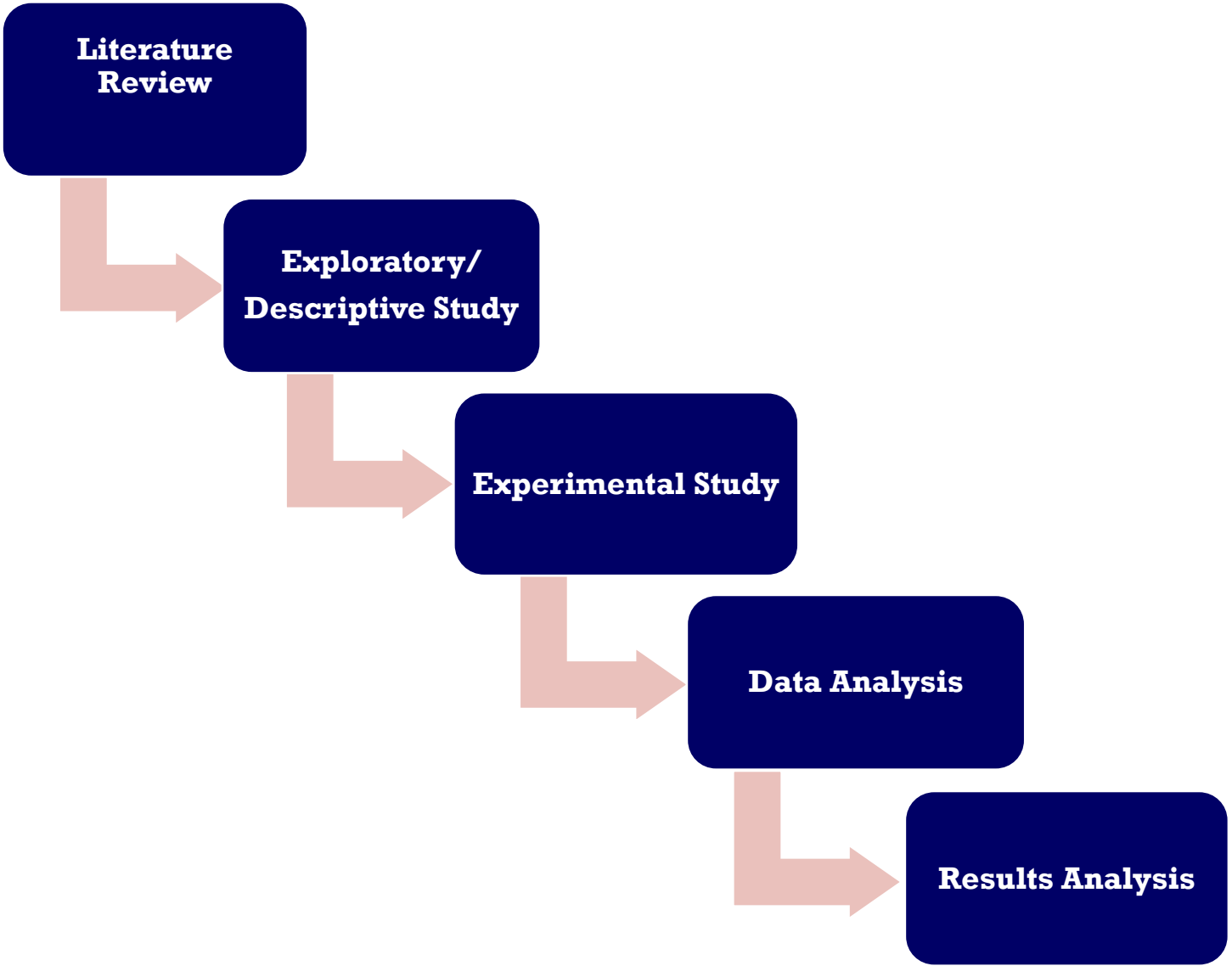
Historical Study

Cross-sectional Study

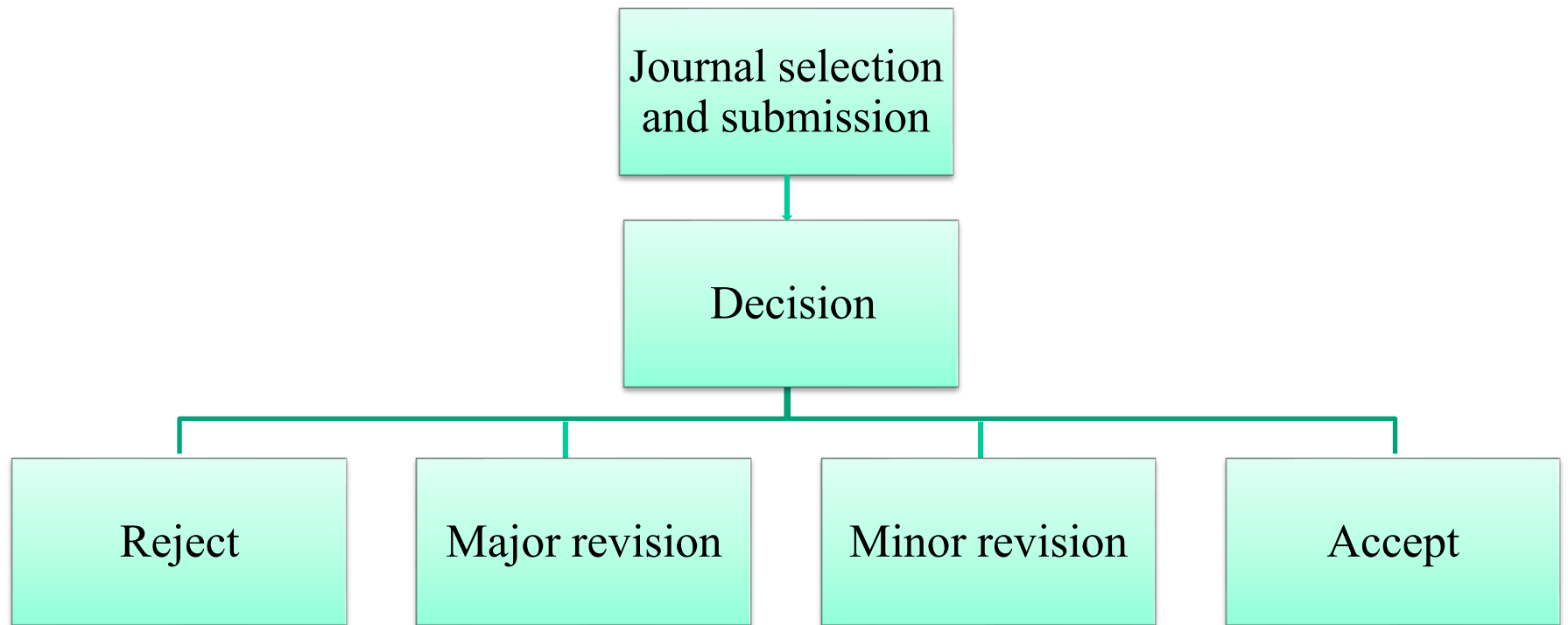
Longitudinal Study



# RESEARCH DESIGN IN PROJECT MANAGEMENT



# Research paper journey (Author perspective)



# Research paper journey (Journal perspective)



# Research paper structure

- **Title**
- **Abstract**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**

## Research paper structure

- **Title**
  - **Convey the main topics of the study**
  - **Highlight the importance of the research**
  - **Be concise**
  - **Avoid unnecessary words**
  - **Attract readers**
  - **Be creative**
- **Abstract**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**

# Research paper structure

- **Title**
- **Abstract**
  - **A summary of the content**
  - **A time-saving shortcut for busy researchers**
  - **A guide to the most important parts**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**



# Research paper structure

- **Title**
- **Abstract**
  - **What was done?**
  - **Why did you do it?**
  - **What did you find?**
  - **Why are these findings useful and important?**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**

# Research paper structure

- **Title**
- **Abstract**
- **Keywords**
  - **Represent the content of your manuscript**
  - **Be specific to your field or sub-field**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**

# Research paper structure

- Title
- Abstract
- Keywords
- **Introduction**
  - Well balanced
  - Current
  - Relevant
- Theoretical background
- Methodology
- Results
- Discussion
- Conclusions and implications

# Research paper structure

- **Title**
- **Abstract**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**
- **Contextual scientific overview**
- **Theoretical justification**
- **Methodological justification**

# Research paper structure

- **Title**
- **Abstract**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
  - **Materials and methods**
  - **Describe what you did in the past tense**
  - **Describe the methods in a replicable way**
  - **Describe established methods briefly**
  - **Cite a reference for methodological justification**
  - **State all statistical tests and parameters**
- **Results**
- **Discussion**
- **Conclusions and implications**

# Research paper structure

- **Title**
- **Abstract**
  - **Discuss your results in order of importance**
  - **Compare your results with previous studies:**
  - **Mention any inconclusive results**
- **Keywords**
- **Introduction**
- **Theoretical background**
- **Methodology**
- **Results**
- **Discussion**
- **Conclusions and implications**

# Research paper structure

- **Title**
  - **Abstract**
  - **Keywords**
  - **Introduction**
  - **Theoretical background**
  - **Methodology**
  - **Results**
  - **Discussion**
  - **Conclusions and implications**
- **Discuss what your results may mean**
  - **State how extend results of previous studies**
  - **Discuss theoretical and practical implications**
  - **Suggest future research directions**
  - **Briefly describe the limitations of your study**
  - **At the end state your main concluding remarks**

## Other display items

- **Figures**
- **Tables**
- **Acknowledgments**
- **References**
- **Formatting**



## Other display items

- **Figures**
  - **Tables**
  - **Acknowledgments**
  - **References**
  - **Formatting**
- **Images - Include scale bars, consider labeling important items, indicate the meaning of different colours and symbols used, avoid images manipulation**

## Other display items

- **Figures**
  - **Tables**
  - **Acknowledgments**
  - **References**
  - **Formatting**
- **Data plots - Label all axes, specify units for quantities, label all curves and data sets, use a legible font size**

## Other display items

- **Figures**
- **Tables**
- **Acknowledgments**
- **References**
- **Formatting**
- **Maps - Include latitude and longitude, include scale bars, label important items, consider adding a map legend**

## Other display items

- **Figures**
- **Tables**
- **Acknowledgments**
- **References**
- **Formatting**
- **Schematics - Label key items, provide complementary explanations in the caption and main text**

## Other display items

- **Figures**
- **Tables**
  - **Clear and concise legend/caption**
  - **Data divided into categories for clarity**
  - **Sufficient spacing between columns and rows**
  - **Units are provided**
  - **Font type and size are legible**
- **Acknowledgments**
- **References**
- **Formatting**

## Other display items

- **Figures**
- **Tables**
- **Acknowledgments**
  - **Thank the people who helped with the research**
  - **Provided intellectual assistance, technical help**
- **References**
- **Formatting**

## Other display items

- **Figures**
- **Tables**
- **Acknowledgments**
- **References**
  - **Establish the origin of ideas**
  - **Provide a context for your work**
  - **Show there is interest your field of research**
- **Formatting**

## Other display items

- **Figures**
  - **Tables**
  - **Acknowledgments**
  - **References**
  - **Formatting**
- **Read all word and character limits**
  - **Include all required sections**
  - **Meet language requirements**
  - **Provide all requested contact information**
  - **Insert figures in the correct location**
  - **Use the correct file format for your images**
  - **State any conflicts of interest**
  - **Include details of any regulatory permissions**



## Guidelines and audience

- **Know the requirements**
- **Know your audience**
- **Know your resources**

## Guidelines and audience

- **Know the requirements**
- **Know your audience**
- **Know your resources**
- **Know how long the speech must be**
- **Know how many points to cover**
- **Know how many sources or visuals**

## Guidelines and audience

- **Know the requirements**
- **Know your audience**
- **Know your resources**
- **Know what to break down**
- **Know what to gloss over**
- **Know about audience background**

## Guidelines and audience

- **Know the requirements**
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## Script and visuals

- **Create a script**
- **Limit the number of ideas**
- **Design visual aids**
- **Think in terms of conversation**

## Script and visuals

- **Create a script**
- **Use notes to jog your memory**
- **Limit the number of ideas**
- **Have one point per notecard**
- **Design visual aids**
- **Think in terms of conversation**

## Script and visuals

- **Create a script**
- **Limit the number of ideas**
- **Design visual aids**
- **Think in terms of conversation**
- **Find the most important points**
- **Make an outline of the highlights**
- **Remove any jargon**

## Script and visuals

- **Create a script**
- **Limit the number of ideas**
- **Design visual aids**
- **Think in terms of conversation**
- **Use slides with graphics**
- **Use charts**
- **Use bullet points**



## Script and visuals

- **Create a script**
- **Limit the number of ideas**
- **Design visual aids**
- **Think in terms of conversation**
  - **Emphasize important ideas**
  - **Cycle back to a previous point**
  - **Minimize the unnecessary details**
  - **Show enthusiasm**

## Practice, practice and more practice

- **Practice your presentation**
- **Ask for constructive criticism**
- **Tape record yourself**
- **Be warm**

## Practice, practice and more practice

- **Practice your presentation**
- **Tape record yourself**
- **Listen yourself**
- **Listen which parts are/are not good**
- **Be warm**

## Practice, practice and more practice

- **Practice your presentation**
- **Tape record yourself**
- **Be warm**
- **Welcome in your audience**
- **Establish a comfortable atmosphere**

## General structure

- **Introduction**

- **Methodology**

- **Results**

- **Conclusions**

- **Problem**

- **Objective**

- **Importance for the audience**

# General structure

- **Introduction**
- **Methodology**
  - **Research design**
  - **Data and materials**
  - **Methods of analysis**
  - **Test methods**
- **Results**
- **Conclusions**

## General structure

- **Introduction**
- **Methodology**
- **Results**
  - **Selection of the most significant results**
  - **Choice of the presentation method**
  - **Absence of some information**
- **Conclusions**

## General structure

- **Introduction**
- **Methodology**
- **Results**
- **Conclusions**
  - **Few concluding remarks (three or four)**
  - **Implications**
  - **Limitations**
  - **Future research directions**