Instructor: Kittichai Watchravesringkan, Ph.D.
Meeting time: Wednesday: 6.00 – 8.50 pm
Room: Patricia A. Sullivan Science Room 217
Contact information: k_watchr@uncg.edu or 336-256-2474
Office hours: W: 3.00 – 4.00 pm. and by appointment

Course description: This is a doctoral course in intermediate and advanced quantitative research methodology within the domains of consumer, apparel, and retailing. It places emphasis on concepts, framework, theory, hypotheses development, and empirical research methods and models. In addition, this is not a statistical course; thus, specific emphasis is on conceptual understanding and the use of statistical software (e.g., SPSS, SAS, LISREL) and interpretation of output rather than mathematical derivations.

Pre-requisites: STA 671 or ERM 682


Course Format: This course will be a combination of lectures, class discussions, and student presentation. Lectures will be used to introduce key concepts and to provide information from the outside readings. Thus, you will be expected to have read chapter(s) and readings assigned in the syllabus prior to coming to class on that day.

Rules of Conduct:

Attendance: You are expected to attend class regularly. Should you miss a class meeting, you are responsible for all materials covered at that class meeting, including any handouts distributed during that class meeting. You are allowed to miss one (1) class (regardless of any reason) without penalty. Therefore, you are encouraged to utilize this one class absence for personal emergencies such as job interviews, or family/friends wedding, etc. Consult the instructor, if there are extenuating circumstances that can be documented such as an academic, university-sponsored trip, severe illness that requires extended hospitalization, or death of an immediate family member. However, if you miss class more than one (1), you will be subjected to a drop of one (1) full final semester grade (e.g., A to A-, B+ to B, B- to C+) for each missed class absence.
**Participation:** Class participation is extremely important. You need to learn to critically evaluate other ideas and to accept critical evaluation of your own ideas without feeling personally offended. This kind of interaction among scholars or even practitioners is absolutely essential to the conduct of worthwhile research and to the expansion of the knowledge base. Your grade will be evaluated on the level and quality of class participation. If you simply say nothing during the course, your participation grade will be recorded as a 0 (zero).

**Cell-Phone/Other Electronic Devices:** Do not bring cell phones, and other means of electronic devices to class. If you feel as though you must bring them to class, be sure to turn them off so no obnoxious interruptions will occur.

**Academic Misconduct:** Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an “F” for this course.

---

**Course Requirements and Assignments**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Comprehensive Examination</td>
<td>25%</td>
</tr>
<tr>
<td>2. Research Paper:</td>
<td>30%</td>
</tr>
<tr>
<td>3. Peer-Reviews</td>
<td>10%</td>
</tr>
<tr>
<td>4. Homework</td>
<td>20%</td>
</tr>
<tr>
<td>5. Class Participation</td>
<td>15%</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Final Grading Scale:**

- A = 93 – 100%
- A- = 90 – 92%
- B+ = 87 – 89%
- B = 83 – 86%
- B- = 80 – 82%
- C+ = 77 – 79%
- C = 73 – 76%
- F < 73%

**Research Paper:** Please see additional handout.
Assignments: There will be several assignments. Assignments include, but not limited to, conceptual and hypotheses development and statistical exercises. You should be prepared to discuss these assignments. Thus, make sure to make an extra copy of each assignment for yourself. I do not accept faxed or electronic submissions. In addition, assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one inch margin across.

Presentation: As a means of providing broader feedback regarding your final paper, you will have an opportunity to share your final paper with the rest of our class and obtain collective feedback. You will be evaluated on your presentational style, contents, and ability to answer questions.

Peer-Review: You will have the opportunity to obtain a more focused and in-depth set of comments about your paper from, at least, two of your class colleagues (double-blind review process). Likewise, you will be asked to review two different papers for two of your colleagues. These reviews should be written in a critically constructive fashion. Specially, these reviews should identify the strengths and weaknesses of the paper and offer specific suggestions for improvement. I expect that these reviews will be approximately 2-3 pages (double-spaced) long for each paper and should be done in journal style. This peer-review accounts for 10% of your total grade.

Questions: I have tried to be as explicit as possible in preparing this syllabus. However, I am sure that concerns, complications, and uncertainties will arise over the course of the semester. If you have any questions, please do not hesitate to discuss them with me. I am always willing to listen to student concerns. I would also welcome any helpful suggestions for course improvement in any area.

Incompletes: Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be done and a timetable for completion.
Words of Advice:

1. Always be on time for the class. As your time is valuable to you, other people’s time is also valuable commodity.
2. Make continuous progress on your research paper. Everything takes time. Putting a paper on the desk overnight usually helps us get a perspective.
3. Try to select a mainstream research topic. Why? There are enough studies done in the past that you can learn great deal and easily draw meaningful hypotheses. Mainstream research topics can be found from decent journals such as:
   - Journal of Marketing Research
   - Journal of Retailing
   - Journal of Consumer Research
   - Journal of Marketing
   - Journal of Advertising
   - Journal of Marketing Theory and Practice
   - Journal of Consumer Psychology
   - Journal of Retailing and Consumer Service
   - Clothing and Textiles Research Journal
   - Journal of the Academy of Marketing Science
   - Journal of International Consumer Marketing
   - International Journal of Retail and Distribution Management
   - Psychology and Marketing
   - Journal of Business Research and so on

---

Tentative Course Schedule

<table>
<thead>
<tr>
<th>August 15th</th>
<th>Introduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework # 1 Due: Monday August 20th (before 5 pm.)</td>
<td></td>
</tr>
<tr>
<td>Identify 3-4 empirical articles of your research interest. Please send me a list of these articles via email, including authors, year, title, journal name, issues, no, and page number (please follow APA referencing style)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>August 22nd</th>
<th>Scientific Research: Research Problems, Hypotheses, Constructs and Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework # 2 Due:</td>
<td></td>
</tr>
<tr>
<td>Write a 2-page paper (double-spaced, 1” margin across) of your research idea, including research objectives, conceptual model, theory, and hypotheses. Note, please make sure that you will not submit a paper that you have developed for other classes or had previously presented at conferences or other classes. Try to come up with new ideas.</td>
<td></td>
</tr>
</tbody>
</table>

Readings:


29th Formulating Research Problems

**Homework # 3 Due:**

*Identify research problems and/or hypotheses from each of the articles assigned. Then, discuss which constructs and variables were used in order to investigate the proposed research problems and/or hypotheses.*

Readings:

The following 7 articles are a subset of articles from the representative articles under each analytical procedure. All of these articles will be also used again as representative articles when we discuss analytical procedures. At this point, we can only focus on their discussion of introduction, literature review, and methods. We will discuss results and implications later.


• I will inform you the other four (4) articles based on your selections.

September

5th Developing Conceptual Framework and Testable Hypotheses

**Homework # 4 Due:**

*Integrating the concepts and evidence based on the set of readings for today and the other set of readings you submitted as a group to develop a conceptual model of consumer satisfaction that includes both antecedents and consequences and briefly explains your conceptual model. In addition, address the research question(s) and propose testable hypotheses pertinent to your conceptual model.*

Readings:


12th
Research Design & Introduction to SPSS and SAS Statistical Programs
Readings:

19th
Measurement Issues: Validity, Reliability, and Scaling
Homework # 5 Due: Submit a 1 page write up of your results and interpretation of reliability analysis using SPSS and SAS. Note, please also submit the original SPSS and SAS outputs as well.
Readings:
26th Measurement Development
Readings:


---

October

3rd Individual Project Consultation

10th Data collection and Preparation and Factor Analysis
**Homework # 6 Due: TBA**
Readings:

- Hair et al. Ch. 2 and 3

17th Data Analysis: How to determine the appropriate statistical analysis
Analyzing continuous dependent variable: Regression, ANOVA, and MANOVA
**Homework # 7 Due: Submit a 2-4 page write up of results and interpretations of EFA (make sure to turn in SPSS and SAS original outputs)**
Readings:
• Hair et al. Ch, 1, 4, 6, and 7

**24th**

Structural Equation Modeling with Latent Variables: 2-stage analysis & LISREL

**Homework # 8 Due:** Submit a 3-4 pages write-up of results and interpretations of MANOVA or MANCOVA (be sure to turn in SAS original outputs)

**Readings:**
• Hair et al. Ch. 12, 13, and 14

**Mediator and Moderator**

**31st**

Measurement Issues in Cross-cultural Research and Multigroup Analysis (MGCFA)

**Homework # 9 Due:** Submit a 2-4 pages write-up of results and interpretations of CFA, including your calculation of CR and AVE. Note, be sure to turn in original outputs as well.

**Readings:**
Cross-cultural Psychology, 1(3), 185-216.


November

7th  ***No Class - ITAA Conference***

14th  Comprehensive Examination

21st  *** No Class – Thanksgiving Break***

28th  Research Paper Due and Presentations

December

5th  Peer Reviews Due