研究方法入門 –MBA生のための研究デザイン–

Introduction to Research Design for MBA Students

Session 2 | 研究手法と研究倫理

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Agenda

1. 研究手法 Research Methods 15m
   - Workshop 10m
2. 研究倫理 Research Ethics 15m
   - Workshop 15m
3. Wrap-up & Next Steps 5m

Recap: Literature Review

1. Research Methods

Quantitative vs Qualitative Research

	Quantitative Research	**Qualitative Research**
Aims	Prediction, causal relationships	Understanding, interpretation
Research question	Confirmatory with specific hypotheses	Exploratory
Theory	Theory testing	Theory generation
Strengths	Generalizability, replicability	Deep understanding, rich contextual insights
Approach	Field/lab/quasi-experiments, surveys	Case study, ethnography, action research
Method examples	RCT, Questionnaires	Observation, interviews, document analysis
Sample selection	Random, representative sampling	Purposive, theoretical sampling
Sample size	Larger	Smaller to medium
Data collected	Numeric	Non-numeric
Data analysis	Statistical	Thematic, coding
Process	Linear tendency	Circular tendency

Adapted from Antwi, S., & Hamza, K. (2015).

Principles for Choosing Your Research Approach

研究目的との適合性 Fitness for Purpose (Antwi & Hamza, 2015)

- 絶対的に優れた研究手法は存在しない。最適なアプローチは**「知りたいことは何か？」「なぜ知りたいのか？」によって決まる**
- 質的キーワード:現象や経験の理解、なぜ / 何がを問う、新しいアイデアや理論開発、主観的な認識、社会的に構築されたもの、意味、関係者の視点・認識
- 量的キーワード:関係性の測定、程度や頻度を問う、既存理論の検証、仮説の検証、結果の予測、因果関係の推定、結果の一般化、客観的事実、客観的な測定変数

プラグマティズムにおける混合手法 Mixed Methods in Pragmatism

- 量的アプローチと質的アプローチを組み合わせ全体像を理解する
- 互いの強みで弱点を補う(例:質的な探索の後に量的な検証を行う)

From Nascent to Mature Research

Academy of Management Review

State of Prior Theory and Research	Nascent	Intermediate	Mature
Research questions	Open-ended inquiry about a phenomenon of interest	Proposed relationships between new and established constructs	Focused questions and/or hypotheses relating existing constructs
Type of data collected	Qualitative, initially open-ended data that need to be interpreted for meaning	Hybrid (both qualitative and quantitative)	Quantitative data; focused measures where extent or amount is meaningful
Illustrative methods for collecting data	Interviews; observations; obtaining documents or other material from field sites relevant to the phenomena of interest	Interviews; observations; surveys; obtaining material from field sites relevant to the phenomena of interest	Surveys; interviews or observations designed to be systematically coded and quantified; obtaining data from field sites that measure the extent or amount of salient constructs

Source: Edmondson & McManus, 2007

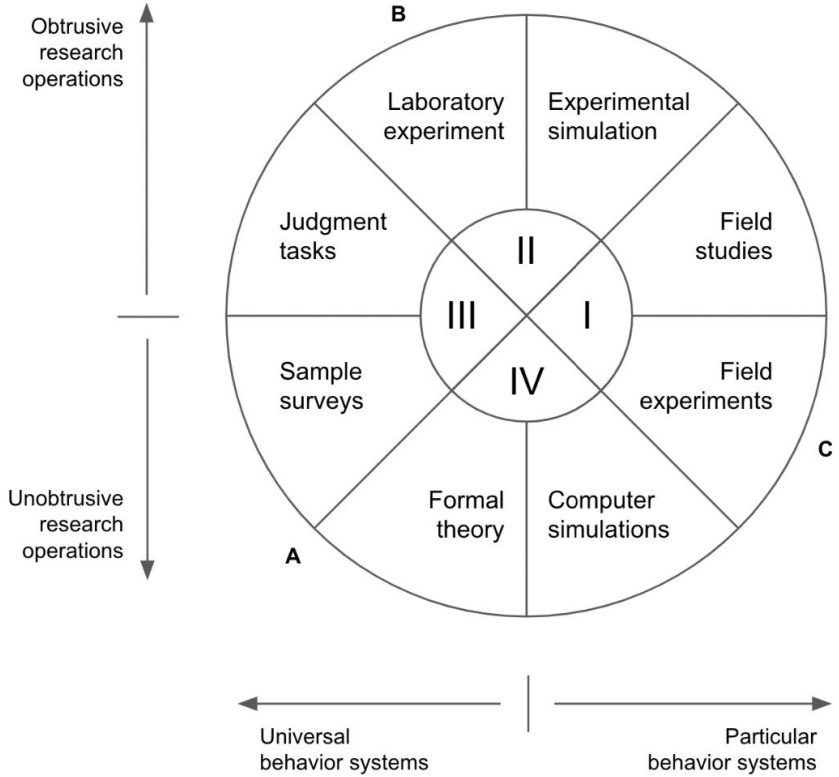
From Nascent to Mature Research

Academy of Management Review

State of Prior Theory and Research	Nascent	Intermediate	Mature
Constructs and measures	Typically new constructs, few formal measures	Typically one or more new constructs and/or new measures	Typically relying heavily on existing constructs and measures
Goal of data analyses	Pattern identification	Preliminary or exploratory testing of new propositions and/or new constructs	Formal hypothesis testing
Data analysis methods	Thematic content analysis coding for evidence of constructs	Content analysis, exploratory statistics, and preliminary tests	Statistical inference, standard statistical analyses
Theoretical contribution	A suggestive theory, often an invitation for further work on the issue or set of issues opened up by the study	A provisional theory, often one that integrates previously separate bodies of work	A supported theory that may add specificity, new mechanisms, or new boundaries to existing theories

Source: Edmondson & McManus, 2007

Research Perspectives and Methods



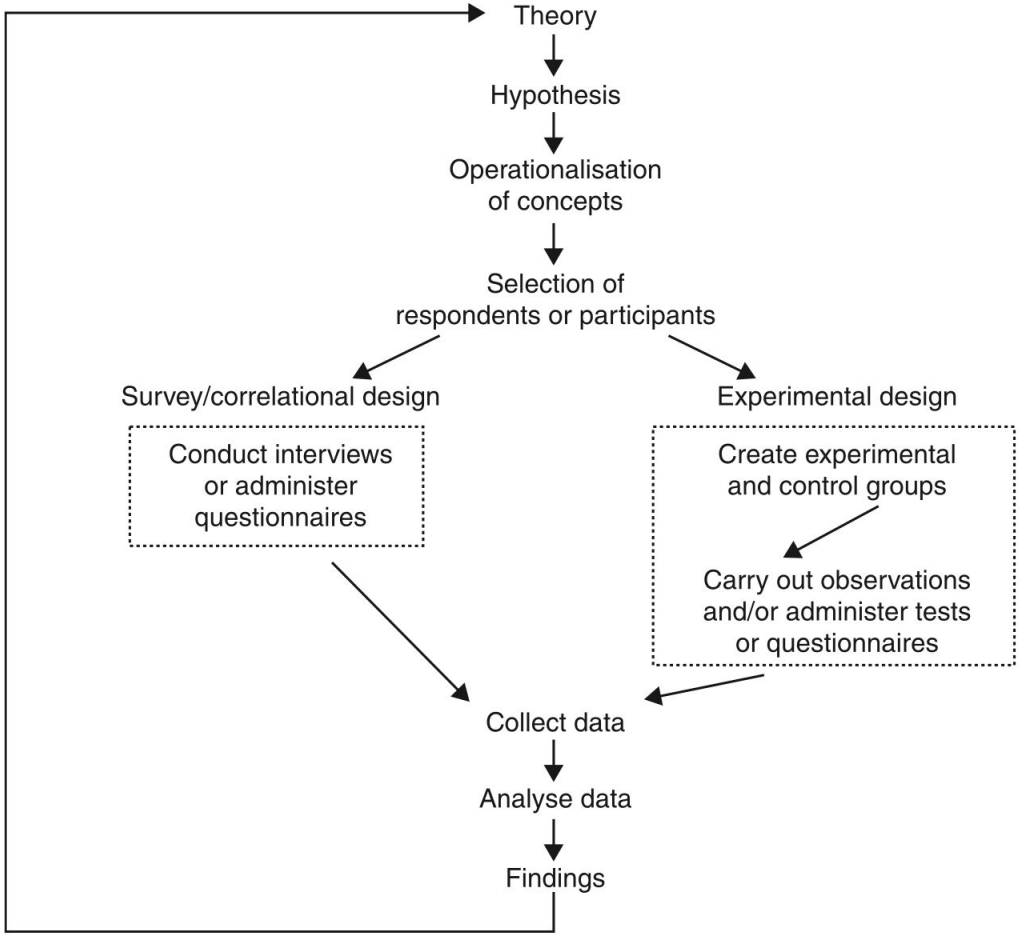
Points of maximum concern with...
- A. Generality over actors.
- B. Precision of measurement of behaviour.
- C. System character of content

- I. Settings in natural systems
- II. Contrived and created settings
- III. Behaviour not setting dependent
- IV. No observation of behaviour required

Adapted from McGrath (1981), Kashino (2021)

1-1. Quantitative Methods

QUANT. Process



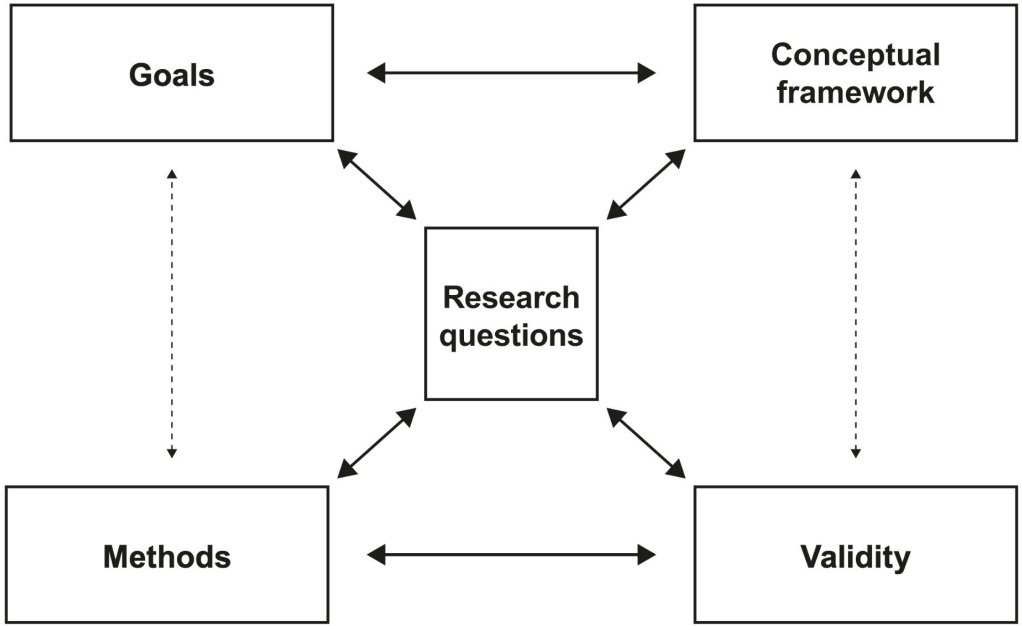
Source: Bryman & Cramer, 2004

Quantitative Research Methods

	Variations / Examples	Notes
Experimental	Randomized Controlled Trial (RCT), Lab / Field Experiment	Cause-and-effect relationships. Involves manipulation of variables and random assignment.
Quasi-Experimental	Regression Discontinuity Design (RDD)	Assigns participants to groups based on a cutoff score on a pre-test measure
	Difference-in-Differences (DiD)	Compares changes in outcomes between treatment and control groups (assuming parallel trends).
	Matching (e.g., Propensity Score Matching - PSM)	Creates comparable treatment and control groups in observational data by matching units to reduce selection bias.
	Instrumental Variables (IV)	Estimates causal effects when the treatment variable is endogenous
Survey	Cross-sectional / Longitudinal, Questionnaire	Gathers data from a sample to infer characteristics of a population. Focuses on attitudes, opinions, behaviors.
Secondary Data Analysis	Analyzing existing quantitative datasets	Utilizes data collected by others for a new research purpose.

1-2. Qualitative Methods

QUAL process: The Interactive Model



Source: Maxwell, 2013

Qualitative Research Methods

	Variations	Notes
Observation	Ethnography	Understand a culture or social group holistically through immersion.
	Participant Observation	Becoming part of the group/activity to gain an insider perspective
	Non-participant Observation	Observe from the outside without actively participating (non-structured)
Interview	Structured	Easy to compare but less flexible. (Can yield quantitative data)
	Semi-structured	Uses an interview guide but allows flexibility to probe topics
	Unstructured	Conversational style with minimal control
Document Analysis	Historical	Understand past events, contexts, or changes over time.
	Contemporary	Understand present situations or processes.
	Public	Utilizes publicly available documents (government records, websites)
	Private	Access may be restricted; confidentiality concerns

Example: Founder Identities and Identity Work

Academy of Management Journal

1. **Approach:**
   - Grounded Theory
2. **Duration:**
   - 8 months
3. **Data Sample:**
   - 59 founders + others
4. **Methods:**
   - Semi-structured interviews
   - Non-participant observations
   - Archival documentation

-> Triangulation (Eisenhardt, 1989; Yin, 2009)

TABLE 1
Data Inventory

Data type	Quantity	Original data source	Original (intended) data aud
Entrepreneur interviews	*Primary sample*: 30+ hours of recorded and transcribed audio from 69 interviews (captured 93 separate instances of feedback responses) *Secondary sample*: 20+ hours of recorded and transcribed audio from 34 interviews (captured 50 separate instances of feedback responses)	*Primary sample*: 26 incubator residents (19 of which had cofounders) *Secondary sample*: 33 incubator affiliates/incubator non-affiliates (10 of which had cofounders)	Researcher
Stakeholder interviews	7+ hours of recorded and transcribed audio from 12 interviews	2 incubator directors, 10 business mentors	Researcher
Observational data	*Primary sample:* 36+ hours of recorded and transcribed audio; 14 weeks of non-recorded on-site observation of feedback exchanges and creative revision in an incubator	Audio and researcher's notes from 17 "pitch events," 10 private mentoring sessions, and 5 semi-private mentoring sessions	Researcher
Mentor notes	*Primary sample*: 16 files (33 pages) of mentor evaluations and feedback given to incubator residents *Secondary sample:* 28 files (71 pages) of mentor evaluations and feedback given to incubator affiliates	Incubator mentors	Incubator staff and mentors
Other documentation	*Primary sample:* 70 business model canvases; 20 pages of quantitative peer evaluations; 6 business plans; 3 investor "one-sheets"/executive summaries; 8 "pitch decks"; 1 "customer letter of intent"	*Primary sample:* 26 incubator residents	Business stakeholders (i.e., investors, customers, employees, mentors, and partners)

Source: Grimes (2018)

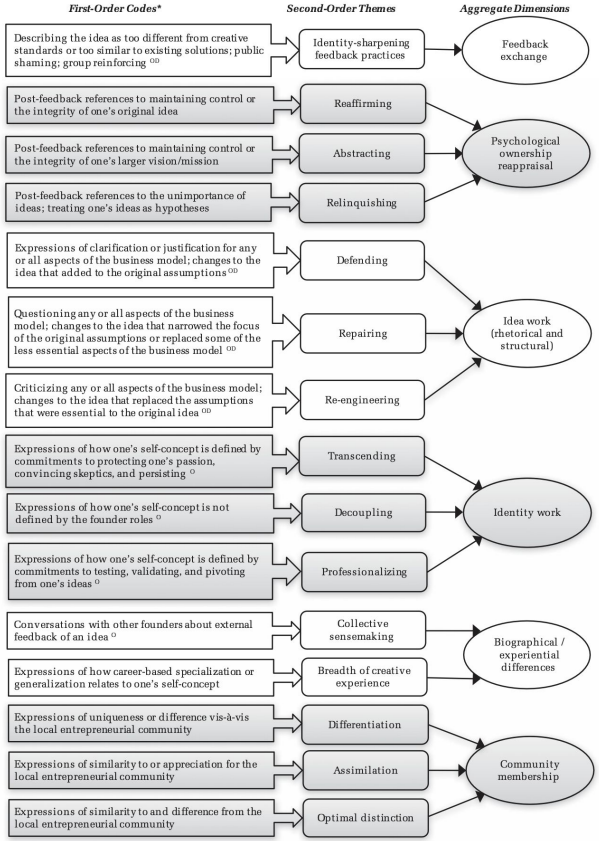
TABLE 2
Patterns of Creative Revision

Founder	Initial psych. ownership of the idea	Cofounder	Incubator resident	Incubator affiliate	Prior experience	Psychological ownership	Idea work practice	Identity work practice
1	Y	Y	Y+	N	S	Ab	Rp, Df	Dec
2	Y	Y	Y+	N	S	Ab	Rp, Df	Dec
3	Y	Y	Y+	N	S	Ab	Rp, Df	Dec
4	Y	Y	Y+	N	G	Rl	Rn	P
5	Y	Y	Y+	N	G	Rl	Rn	P
6	Y	Y	Y+	N	S	Rl	Rn	P
7	Y	Y	Y+	N	G	Rl	Rn	P
8	Y	N	Y+	N	S	Rf	Df	T
9	Y	Y	Y+	N	S	Ab	Rp, Df	Dec
10	Y	Y	Y+	N	G	Ab	Rp, Df	Dec
11	Y	Y	Y+	N	G	Rl	Rn	P
12	Y	Y	Y+	N	S	Rl	Rn	P
13	Y	Y	Y+	N	S	Ab	Rp	Dec
14	Y	Y	Y+	N	S	Ab	Rp	Dec
15	Y	Y	Y+	N	S	Ab	Rp	Dec
16	Y	N	Y	N	S	Rf	Df	T
17	Y	N	N	Y	S	Rf	Df	T
18	Y	N	Y	N	S	Ab	Rp, Df	Dec
19	Y	Y	Y	N	S	Rl	Rn, Rp, Df	P
20	Y	Y	Y	N	S	Rl	Rn, Rp, Df	P
21	?	N	N	Y	G	Ab	Rp	P
22	Y	N	Y	N	S	Rf	Df	T
23	?	N	N	Y	G	Rl	Rn, Rp	P
24	Y	N	Y	N	G	Ab	Rp	Dec
25	Y	N	Y	N	S	Rf	Df	T
26	Y	Y	Y	N	S	Ab	Rp, Df	Dec
27	Y	N	Y	N	G	Ab	Rp	Dec
28	Y	N	Y	N	G	Rl	Rn, Rp, Df	P
29	Y	Y	N	Y	S	Ab	Rp	Dec
30	Y	Y	N	N	S	Rf	Df	T
31	Y	N	Y	N	S	Rf	Df	T
32	Y	N	N	Y	G	Rl	Rn	P
33	Y	N	N	Y	S	Rf	Df	T
34	Y	Y	N	N	S	Rl	Rn, Rp, Df	P
35	Y	Y	N	N	S	Rl	Rn, Rp, Df	P
36	Y	Y	N	Y	S	Rl	Rn	P
37	Y	Y	N	Y	S	Rl	Rn	P
38	Y	N	N	Y	S	Rf	Df	T
39	Y	N	N	Y	G	Ab	Rp	Dec
40	Y	Y	N	Y	S	Rf	Df	T
41	Y	N	N	Y	G	Ab	Rp	Dec
42	Y	N	N	Y	S	Rf	Df	T
43	Y	N	N	Y	S	Rf	Df	T
44	Y	Y	N	Y	S	Rf	Df	T
45	Y	Y	N	Y	S	Ab	Rp	Dec
46	?	N	N	Y	S	Rl	Rn, Rp	P
47	Y	N	N	Y	S	Rf	Df	T
48	Y	N	N	Y	S	Rf	Df	T
49	Y	N	N	N	S	Rf	Df	T
50	Y	Y	N	Y	G	Rl	Rn	P
51	?	N	N	Y	G	Rl	Rn, Rp, Df	P
52	Y	N	N	Y	S	Rf	Df	T
53	Y	N	N	Y	S	Rf	Df	T
54	Y	Y	N	Y	S	Rl	Rn	P
55	Y	Y	N	Y	S	Rl	Rn	P
56	Y	N	N	Y	S	Rf	Df	T
57	Y	N	N	Y	S	Rl	Rn, Rp, Df	P
58	Y	N	N	Y	S	Rl	Rn	P
59	Y	N	N	N	S	Rf	Df	T

Notes: Y = yes, N = no, Y+ = residency via accelerator program. G = generalized, S= specialized. Rf = reaffirming, Ab = abstracting, Rl = relinquishing. Df = defending, Rp = repairing, Rn = re-engineering. T = transcending; Dec = decoupling; P = professionalizing.

Source: Grimes (2018)

FIGURE 1
Data Structure



[a] All data were at least in part derived from semi-structured interviews.
[b] 'O' indicates supplemented with observations.
[c] 'D' indicates supplemented with documentation.

2. Research Ethics

What is Research Ethics, and Why?

研究活動（計画、実施、報告など）の全プロセスで、**研究者が守るべき規範や行動原則**

- **Declaration of Helsinki (1964):** 被験者権利や尊厳を最優先。独立倫理審査の重要性
- **Belmont Report (1978):** 研究倫理の基本的な枠組み。以下3原則
  - 人格の尊重 Respect for Persons: 個人の自律性を尊重、自発的同意：インフォームド・コンセントが不可欠、弱い立場の人たちに対する特別な保護
  - 善行 Beneficence: 参加者に危害を加えない（リスクの最小化）、研究から得られる潜在的な利益を最大化する、研究リスクと利益を慎重に比較検討する。
  - 正義 Justice: 研究参加への利益と負担を公正に分配。特定集団（例：経済的に不利な立場の人々）に不当に負担が偏らないよう、参加者の選定を公平に行う

経営学研究の文脈では**組織内の権力関係を踏まえた上での調査依頼**、**研究が公になった場合のチームや部署への影響**、その他ビジネス現場特有の状況などを考慮すべき必要

研究デザインにおける倫理的チェックポイント

1. **力関係と自由意思 (Understand the Context: Power & Free Will)**
   - 参加者は本当に「自由」に同意・拒否できる状況か？（上司からの依頼、同調圧力等）
   - 組織内でのインタビュー等では、匿名性を確保しても、誰が話したか推測可能ではないか？それが論文となって公開された場合に協力者にどのようなリスクがあるか？
2. **集団への影響 (Beyond the Individual: Consider the Collective)**
   - 研究対象となる「個人」はもちろん、その人が属する「組織」や「チーム」、「業界」全体への影響を考える (e.g., 研究発表時に特定業界へネガティブな印象が形成されるとしたら？)
3. **研究者の立ち位置 (Researcher Reflexivity)**
   - 自身の仮説や価値観が、研究プロセスや解釈にどう影響しているか？
   - 研究者と参加者の関係性は？（利害関係はないか？）
   - 研究を通じて、対象をどのように論文上で「説明 / 構成 / 構築」しているか認識
4. **透明性と説明責任 (Transparency & Accountability)**
   - 倫理的配慮について、研究計画や論文でどう記述・説明するか？

Source: Greenwood (2016)

研究倫理の実践例 (Greenwood, 2016)

論文の概要

- 目的:経営学誌での「倫理委員会承認の申告義務付け」の影響を、ジャーナル編集者等の視点から調査
- 研究哲学:プラグマティズム的視点。ジャーナル編集で申告義務がどう機能しているか(していないのか)を探求
- この論文自体の倫理的な実践 (Ethics in Action – How the Paper Did It):
  1. 正式な承認: 研究開始前に大学の倫理委員会から「低リスク」プロジェクトとして承認取得、明記 (p.513)。
  2. インフォームド・コンセント: 調査対象者(編集者、出版関係者)に対し、研究目的 / データ管理 / 自発的参加について明確に説明し、同意を取得 (p.513)。サーベイ後の追加コメント利用も同様
  3. 対象者への配慮: 研究対象者(編集者等)は一般的に脆弱な立場ではないが、研究への協力が彼らの自律性を損なわないよう配慮したことを記述 (p.513)
  4. 透明性と内省: Methodセクションで倫理的配慮の手続きを記述。あわせて研究自体の個々の参加者と、研究分野という集合的主体への影響についても考察 (p.517)
  5. 集合的主体への貢献: 経営学分野における研究倫理のあり方を改善し、集合的な利益に貢献することが目的
- **この事例からの学び (Lessons Learned)**
  1. 研究倫理の手続き遵守(承認取得、同意)は基本。
  2. それに加え、研究プロセス自体に倫理的配慮を組み込み、それを研究成果(論文)の中で「どのように行ったか」を具体的に示すことが、信頼性と説明責任を高める。
  3. 論文自体が、形式的なルール遵守を超えた「内省的で埋め込まれた倫理」の実践例となっている。

研究プロセスの透明性 Research Process Transparency

Preregistration

Title

Conjoint analysis on startup environment in Japan

Description

This pre-analysis plan outlines the data collection and empirical strategy for a survey experiment investigating entrepreneurial decision-making regarding startup environments and investor selection. The primary target population consists of entrepreneurs in Japan. A secondary group of non-entrepreneurs may also be surveyed for exploratory comparative purposes. The study will be conducted via an online survey experiment. Participants will be recruited through collaborations with accelerators, venture capitalists (VCs), universities, and the researchers' professional networks. The primary purpose of this research is to quantify the relative preferences among entrepreneurs for various conditions associated with receiving investment from investors. We aim to understand how entrepreneurs weigh factors such as investment amount, the investor's sector expertise, the strength of their network, and, importantly, information regarding the investor's history or risk of sexual harassment. We are particularly interested in potential differences in t
focus is on the conditions offered by investors, inc
specifically, the presence or absence of reported r
We seek to understand how entrepreneurs, differ
sexual harassment. The overarching goal is to con
sexual harassment within the entrepreneurial eco
and gender funding gaps. The empirical analysis w
Logit) and Linear Probability Models (estimated via
based on the choices made in the survey experim

Show less

Contributors

Takanori Kashino

Study Information

Hypotheses

H1: Any harassment record lowers an investor's likelihood of being chosen by entrepreneurs, even when the investor offers a larger investment.
H2: Entrepreneurs avoid investors who harass their gender more than investors who harass the opposite gender.
H3: Male entrepreneurs avoid sexist hostility more than sexual hostility, whereas female entrepreneurs show the opposite pattern.
H4: The harassment penalty is larger for entrepreneurs who have personally experienced sexual harassment.

Design Plan

Study type

Experiment - A researcher randomly assigns treatments to study subjects, this includes field or lab experiments. This is also known as an intervention experiment and includes randomized controlled trials.

Source: https://osf.io/9uae8

3. Assignments

来週までの課題（締切：来週木曜 23:59）

1. **研究ノート（A4: 1枚）**
    - リサーチ・クエスチョン、関連文献、データ収集・分析法
        - Google Docsで提出
2. **（継続的に行う）論文をLiterature Mapで整理し続ける**
    - 関連領域で進行中の「対話 / 議論」がイメージできるまで随時アップデート

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Thank you :)

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