



Knowledge creation, research design and research methodology

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SABSA Doctoral Supervisors' Programme

Research, Design, Methodology and Knowledge Creation



Creating context

- Industrial Economy versus Creative Economy
- Interconnectedness between the management of technology, innovation, people and systemic thinking
- Emerging workplace realities
 - Order, unorder and disorder
 - Co-ordinate, collaborate and cooperate

Questions

Question 1:

What role does the systemic awareness of the supervisor play in co-creating knowledge ?

Question 2:

How does a supervisor facilitate the formalisation and articulation of a well integrated and inclusive research design?

Question 3:

What informs the student's choice towards a specific research methodology/methodologies?

Knowledge Creation

- The aim of research
- Mode 1, Mode 2, Mode 3
- Principles to be considered within a Business School environment:
 - Application
 - Trans-disciplinarity
 - Heterogeneity
 - Reflection
 - Accountability
 - Quality Control

Research Design

- The role of paradigm
 - Why is my research necessary?
 - What strategy should suit my study specifically?
- The role of purpose
- The role of type:
 - 3 research types:
 - Exploratory
 - Explanatory/descriptive
 - Causal
- Sampling
- Sources of data
- Data collection procedures/tools/methods
- Data analysis and integrity processes

Research Design

- Assessment of relevant existing knowledge on the phenomenon
- Formulation of concepts and propositions
- Articulating the idea or the hypothesis
- Choosing or designing a methodology to test the idea/hypothesis
- Acquisition of meaningful data
- Analysis and evaluation of data
- Proposal for the explanation of the phenomenon and a statement of new problems raised by the research

Research Methodology

- **Action research methodologies**
 - Observe
 - Reflect
 - Plan
 - Act
- **Integral research methodologies**
 - Northern Path of Reason
 - Western Path of Realisation
 - Southern Path of Relations
 - Eastern Path of Renewal

Research Methodology

- **Quantitative methodologies**

- True experimental, Quasi experimental, Single subject, Descriptive, Comparative, Correlational, Survey, Ex post facto

- **Qualitative methodologies**

- *Interactive*: Ethnographic, Phenomenological, Case Study, Grounded Theory, Narrative research
- *Non-interactive*: Concept analysis, Historical analysis

- **Mixed methods methodologies**

- Sequential procedures, Concurrent, Transformative procedures



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