



Course program and reading list

Semester 0 Year 2024

School: Adelson School of Entrepreneurship B.A

Research seminar

Lecturer:

Dr. Gali Einav einav.gali@runi.ac.il

Prof. Dafna Kariv Dafna.Kariv@runi.ac.il

Teaching Assistant:

Ms. Shanie Barenboim shanie.barenboim@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
3936	Seminar	6	6

Course Requirements :	Group Code :	Language:
Final Paper	240393602	English

Prerequisites

Students who took one of the courses listed below will not be allowed to register to the course Research seminar (3936):

2432 - Innovative Business Planning – Capstone Seminar

 Course Description

This track presents an exciting opportunity for those looking to deeper dive **into an entrepreneurial/innovative field** Within this course, students can explore a range of relevant subjects, from identifying research opportunities through practical means like

hands-on observations, survey design, and interviews, to delving into the theoretical and practical aspects of integrating Chat GPT. Moreover, this track offers the unique advantage of applied research in collaboration with industry and startup partners, as well as fostering international collaborations with esteemed institutes. Guest speakers further enrich the learning experience and augment the research toolkit with valuable insights. Participants will have access to cutting-edge tools such as NLP, AI, and VR, enabling them to explore their chosen areas of interest while conducting independent research and experimentation.

The course includes regular research meetings, typically occurring 4-5 times per semester, and culminates in a final project—a comprehensive research paper.

The Lecturers

Professor Dafna Kariv is the head of the Entrepreneurship-Business Administration track at Adelson School of Entrepreneurship. She is also an affiliate professor at HEC, Montreal, Canada. She is the author of seven academic books, and she has published numerous papers in entrepreneurship in academic journals. Kariv is the academic evaluator of entrepreneurial programs in academic institutions in Israel at the Israeli Council of Higher Education. She is a recipient of several prized funds and an Ambassador at the German Israeli Network of Startups: GINSUM. She has founded and managed an incubator and an accelerator for more than 6 years.

Dr. Gali Einav is Head of the International Undergraduate Program in Entrepreneurship and the "Upstart" Program at the Adelson School of Entrepreneurship at IDC Herzliya. She holds a PhD in Interactive Television from Columbia University. Gali's research interests revolve around the impact of digital transformation on media industries and consumer behavior, innovative education models and entrepreneurial applications of digital media. Gali is an Advisory Board member for Nielsen Innovate, an early-stage investment arm of Nielsen and for the Yeshiva University Innovation Lab. Previously she led the Digital Insights and Innovations Research group at NBC Universal, overseeing strategic, business and consumer research across digital platforms. She has co-authored and edited 4 books focused on innovation and digital transformation.

The structure of the research track is tailored in a way that enables a wide-ranging interaction with the stakeholders, and includes:

- **Class sessions** – panels, guest speakers and pitch sessions with the academic advisors, as well as leading figures from the ecosystem
- **Academic advisor** – the teams (research pairs) will meet with their academic advisor (course lecturer) throughout the semester according to the schedule provided in the syllabus. These team meetings will take place during scheduled class time. Teams are required to meet with their academic supervisor at least three times (3) per semester. The goal of these meetings is to assess the individual needs of each pair and create a personalized roadmap for them. It is recommended and encouraged to set up additional team meetings with the academic advisor.

Throughout the year, progress will be presented multiple times. .

By the end of the year, successful pairs will have learned to articulate a valid research proposal, conduct a research project and write a comprehensive research paper.

	Dates	Meeting Type	Phase / Deliverables	Session objectives and hand on class work	Readings & A
1	17.12	Class Meeting	1.Course Introduction 2. Introduction to Advanced Research in Entrepreneurship in an AI era Understanding the role of research in entrepreneurship.Differentiating between theoretical and applied research. Identifying key research areas in entrepreneurship.Working with startups (Bursting Filter bubbles research case study	Class discussionHow to articulate a good research question	Terrell, S. R. (2019). <i>How to write a proposal for a dissertation</i> . 2nd ed. Sage Publications. 2019.
2	24.12	Class Meeting	Research Methodologies for Entrepreneurship Research Elvy.ao case study Guest Speaker: Or Harel Elvy.ao	Qualitative vs. quantitative research methods	Mohajan, H. K. (2019). Qualitative research methods for business subjects. <i>Journal of Business and Economic Development</i> , 7(1), 23-48. ethnographic research in business and management sciences and
3	31.12	Team Meetings			
4	7.1.2024	Team Meetings with academic advisor			
5	14.1	Class Meeting	Case studies, surveys, interviews, and experiments.Ethical considerations in entrepreneurship research.Entrepreneurs as samples	Methodology selection process by individual research themes	Maula, M., & S. G. (2020). Enhancing the selection process by quantitative research. <i>Entrepreneurship Theory and Practice</i> , 45(6), 1059-1090.

6	21.1	Class meeting	Literature Review – and the use of AI Importance of literature review in research. Identifying gaps in existing literature. Conducting a systematic literature review. Guest speaker: TBD	Practice AI Applications on individual literature review	Terrell, S. R. (2019). <i>Writing a proposal for a dissertation: and examples</i> . Publications. Optional: Miller, S. (2019). Explanation in artificial intelligence: Looking at the social sciences. <i>Artificial intelligence, 2019</i> .
7	28.1	Class Meeting	Research round tables with external experts on refining/validating research idea	Refining research question and hypothesis based on expert feedback and literature review	Submission A (2019). Research question (Hypotheses, gaps in current literature). Vallaster, C., & Lindahl, J. M. A. (2019). Ethical entrepreneurship: A bibliometric study of literature review in <i>business research</i> . 226-237. [Example of literature review design]
8	4.2	Team Meetings	Planning the project (Based on roundtable feedback and Assignment #1)	Linking research questions to empirical and practical applications	Bell, J., & Watson (2018). <i>Ebook for first-time researchers</i> . McGraw-hill Education (UK) Chapters
9	11.2	Class Meeting	In class presentations		Zina, O. (2021). <i>Essential guide to your research</i> . Sage. Ch. 7
10	18.2	team Meetings	Next Steps		Assignment #1 proposal Title question hypothesis



Course Goals

Course Goals:

- Fully understand and execute a research project including:
- Identify and recognize research opportunities through hands-on observations, survey writing, and interviews.
- Learn the different methodological research design (Qualitative, Quantitative, Experiments and Bibliometric)
- Explore chosen area of interest and conduct individual research and experimentation.
- Design applied research in collaboration with industry/startups.
- Utilize the most innovative cutting-edge tools in the industry, including Chat GPT , NLP, Generative AI, and VR.
- Collaborate with international institutes.
- Write comprehensive academic/applied research paper.



Grading

Assignments and Requirements:

- Mandatory attendance at all class meetings.
- Mandatory attendance at meetings with the academic supervisor, with a minimum of 3 meetings per semester, and submission of meeting summaries.
- Completion of individual assignments.
- Completion of team (pairs) assignments.
- Participation in class presentations.
- Submission of final research paper

Grade Composition

Semester A:

3 meetings with academic advisor + meeting summaries	5%
Presenting a research paper	20%
2 project in-class presentations (present progress)	20%
2 project assignment submissions (Present progress)	50%
In-class presentation peer-feedback	5%

Attendance

Due to the Oct 7th war - attendance is non mandatory

Learning occurs through interaction and discussion.

Attendance in this Research Track is mandatory!

- **Any absences must be pre-approved by the course faculty by** notifying in writing to class TA in advance and include supporting documents (e.g., a formal letter from the army/doctor).
 - **Unapproved absences will result in a deduction of grade points.**
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Learning Outcomes

Semester B - Grade Composition (UPDATED)

2-3 meetings with academic advisor + meeting summaries	5%
Presenting research paper (continued)	20%
2 project in-class report presentations (research advancements touchpoints)	20%
2 project assignment submissions (Present progress)	40%
Posters and Posties	10%
In-class presentation peer-feedback	5%

Semester B: READINGS (UPDATED):

Aguinis, H., & Cronin, M. A. (2022). It's the theory, stupid. *Organizational Psychology Review*, 20413866221080629.

Aguinis, H., Ramani, R. S., & Alabduljader, N. (2023). Best-practice recommendations for producers, evaluators, and users of methodological literature reviews. *Organizational research methods*, 26(1), 46-76.

Bell, J., & Waters, S. (2018). *Ebook: doing your research project: a guide for first-time researchers*. McGraw-hill education (UK)

Joo, J., & Steinert-Threlkeld, Z. C. (2022). Image as data: Automated content analysis for visual presentations of political actors and events. *Computational Communication Research*, 4(1).

Terrell, S. R. (2022). *Writing a proposal for your dissertation: Guidelines and examples*. Guilford Publications

Semseter B: Program (UPDATED)

	Date - Thursday 8.45-11.15	Meeting Type	Phase / Deliverables	Session objectives and hands on class work
1	28.3	Team Meetings		
2	4.4	Class meeting	In class presentations	Instructions in Moodle

				Guest lecturer – Dr. Zohar Elyoseph
3	11.4	Class Meeting	Analyzing qualitative and quantitative data.Using software tools for data analysis.	https://www.youtube.com/watch?v=KLgwEkJX5tE&t= (Hebrew) https://www.jpost.com/health-and-wellness/article-790309?fbclid=IwAR3K8mkvAgA-UyaYJgU1JRG6PzJgPtS4UJCUMxNox5zYSpUnwoBTr8
			18.425.4 Passover Vacation	
4	2.5	Class Meeting	Research Roundtables	
5	9.5	Team meeting		
6	16.5	Class meeting	Structuring a Research Paper:Elements of a Research Paper: Introduction; Methodology; Findings; Discussion; Conclusion;Reference list.	Work on paper structure/outline How to generate a smart discussion based on findings Mindmaps with AI tools https://www.mindmeister.com/mind-maps/education
7	23.5	Team Meetings		

8	30.5	Team meetings	<p>Drawing practical Insights from research</p> <p>Translating findings into actionable recommendations. Identifying implications for entrepreneurship practice</p> <p>Balancing academic rigor with practical relevance</p> <p>"Research to Show"</p> <p>Presenting research findings</p> <p>"Designing impactful research presentations. Effective use of visuals and data representation.</p> <p>Handling questions</p>	<p>Practical class exercise: Allocate call for papers/ conferences</p> <p>Practical class exercise: Building Posters and Presentations through AI Tools</p>
9	6.6	Class Meeting	<p>"Research to Show"</p> <p>Presenting research findings</p> <p>"Designing impactful research presentations. Effective use of visuals and data representation.</p> <p>Handling questions</p>	
10	13.6	Team Meetings		
11	21.6	Class Meeting	Final Presentations	



Lecturer Office Hours

* In team meetings

* By appointment



Tutor Office Hours

* In team meetings

* By appointment



Teaching Assistant

Shani Barenboim shaniebar@gmail.com



Reading List

Readings:

Semester A:

Bell, J., & Waters, S. (2018). *Ebook: doing your research project: a guide for first-time researchers*. McGraw-hill education (UK)

Maula, M., & Stam, W. (2020). Enhancing rigor in quantitative entrepreneurship research. *Entrepreneurship Theory and Practice*, 44(6), 1059-1090.

Miller, T. (2019). Explanation in artificial intelligence: Insights from the social sciences. *Artificial intelligence*, 267, 1-38.

Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of economic development, environment and people*, 7(1), 23-48.

Terrell, S. R. (2022). *Writing a proposal for your dissertation: Guidelines and examples*. Guilford Publications.

Vallaster, C., Kraus, S., Lindahl, J. M. M., & Nielsen, A. (2019). Ethics and entrepreneurship: A bibliometric study and literature review. *Journal of business research*, 99, 226-237.

Zina, O. (2021). *The essential guide to doing your research project*. Sage. Chapter 7.

Semester B (UPDATED):

Aguinis, H., & Cronin, M. A. (2022). It's the theory, stupid. *Organizational Psychology Review*, 20413866221080629.

Aguinis, H., Ramani, R. S., & Alabduljader, N. (2023). Best-practice recommendations for producers, evaluators, and users of methodological literature reviews. *Organizational research methods*, 26(1), 46-76.

Bell, J., & Waters, S. (2018). *Ebook: doing your research project: a guide for first-time researchers*. McGraw-hill education (UK)

Joo, J., & Steinert-Threlkeld, Z. C. (2022). Image as data: Automated content analysis for visual presentations of political actors and events. *Computational Communication Research*, 4(1).

Terrell, S. R. (2022). *Writing a proposal for your dissertation: Guidelines and examples*. Guilford Publications