Professor: Justin Webb (Lead), Victor Chen, Sunil Erevelles, Reggie Silver, Laura Stanley
Course: Current Topics Research Seminar 1
Room: TBD
Meeting Time: 8:00 to 5:00.

Office Hours: By appointment

Contact Information:
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Fax: 704-687-1380
Email: justin.w.webb@uncc.edu (please email me directly instead of via Canvas)

Focus of the Course: Review of current topics in the fields of management, marketing and
operations management and information systems and development of research skills in the
respective focus areas.

Objectives

Knowledge-oriented goals
1. To review and synthesize of current topics in entrepreneurship
2. To review and synthesize of current topics in marketing
3. To review and synthesize of current topics in information systems
4. To develop an appreciation of data analysis
5. To explore the latest ideas for doing empirical research

Skills-oriented goals:
To increase theory-building skills, in particular to enhance the following abilities:
1. to articulate theoretically interesting, well-focused topics
2. to develop logical argumentation in support of a model
3. to define internally consistent theoretical constructs and identify non-trivial relationships
   among them
4. to identify critical assumptions and boundary conditions for a theory
5. to write compelling research questions or propositions

Expectations
- understand the core research questions and methods embodied in a particular stream of
  literature,
- evaluate the theoretical significance and methodological rigor of the material,
- frame relevant questions and critique
Course Design

Meetings discussions
We will meet once a month for 5 months. Each class day is guided by a faculty member in either marketing, operations/information systems, or management. You are entering the second year of your doctoral program. Whereas faculty previously led the classroom discussion, students should now be prepared to lead this discussion with faculty serving more as prompts or transitions in guiding the discussion.

Each student is expected to identify and discuss major themes and subtopics – What are the key contributions of each paper? What are the methodological issues in studying this topic?

Pre-class assignment
Each professor has her/his own pre-class assignment for which they will be in contact with you prior to meeting. Unless otherwise specified by the respective professor, your pre-class assignment is due 24 hours in advance of the respective session.

Assignment
Select an exemplar journal article from a top-tier journal in entrepreneurship, management, marketing, or operations management/MIS from the past 10 years. Following Professor Webb’s instructions, deconstruct the introduction, theoretical framework, and proposition/hypothesis development for one direct effect hypothesis and either one moderation or one mediation effect hypothesis, and discussion. Note, the reading that you choose must have each of these sections! Use the deconstructed reading as a template to write your own article introduction, theoretical framework, and proposition/hypothesis development (you do not reconstruct the Discussion). In doing so, you should seek to “plagiarize” the template article’s structure, format, and language without plagiarizing its content. Deconstruct your own article to explicitly show how it matches the template article.

The selection of the journal article is critical, and it is the student’s responsibility to select a journal article that can effectively guide the student’s deconstruction and reconstruction. This assignment will be much more difficult if the student picks an article outside of their area of research or that does not match the specific structure that is required.

Therefore, you have 2 submissions: (1) the deconstructed template article, and (2) your own reconstructed article that you deconstruct to match the template.

Due date: No later than November 15 – email submissions to justin.w.webb@uncc.edu. Assignments submitted after midnight on November 15, for any reason, will not be accepted and the student will receive a zero for the assignment. Students can submit their assignments before November 15.

For this assignment, you will be assigned to a faculty member. Please direct all questions/concerns to your assigned faculty member. You may request feedback on this assignment in two ways throughout the semester. First, you can have your journal article checked off by your assigned faculty member. The faculty member will merely check off that you have
the required components/aspects of the exemplar article, but the faculty member will not check off on content or content fit with your *expected reconstruction*. Second, you can request feedback on the quality of your *deconstruction* (or some initial draft) to make sure you are heading in the right direction. Feedback might take up to a week, so please allow ample time for your faculty member. Finally, faculty will not provide preliminary feedback on your *reconstruction*!

*Grading*
Grades will be based on the following weights:
50% Pre-class assignments and class discussion
25% Template article deconstructed
25% Your own reconstructed article deconstructed
Course Information Guidelines

1. **Statement on Diversity.** The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

2. **Documented Disability.** Any student who feels s/he may need an accommodation based on the impact of a documented disability should contact me privately to discuss your specific needs.

3. **Severe Weather.** Students will be responsible for any academic work which they miss due to absences caused by severe weather conditions. It is the individual student's responsibility to take the initiative to make up any missed class work.

4. **Classroom expectations.** This syllabus contains the policies and expectations I have established for this course. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Students who fail to abide by these policies and expectations, risk losing the opportunity to participate further in the course.

5. **Orderly and productive classroom conduct.** I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including mine, is welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

6. **Academic integrity.** Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: [http://www.legal.uncc.edu/policies/ps-105.html](http://www.legal.uncc.edu/policies/ps-105.html). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.

7. **Materials.** All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.

8. **Communication devices in classroom.** The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during class.

9. **Computers in the classroom.** Students are permitted to use computers during class for note-taking and other class-related work only.
### Schedule

<table>
<thead>
<tr>
<th>Class Day</th>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>July 9</td>
<td>Course Introduction - Webb</td>
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<tr>
<td>2</td>
<td>August 13</td>
<td>Erevelles</td>
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<tr>
<td>3</td>
<td>September 10</td>
<td>Stanley</td>
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<tr>
<td>4</td>
<td>October 8</td>
<td>Chen</td>
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<tr>
<td>5</td>
<td>November 12</td>
<td>Silver</td>
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Please see Canvas for reading assignments for each week. Deadline for deconstructed/reconstructed article is **November 15**.