

UKM-GRADUATE SCHOOL OF BUSINESS
ZCMF6524 Research Methodology / ZCDF8014 Research Methodology 1
Semester 2, 2023/2024 Academic Session

Session	Topics	Instructor	Date/Time
1	<ul style="list-style-type: none"> • Introduction to Business Research Methods • Research Philosophies and Paradigms • Identifying a Good Research Topic • Research Design • Academic Research Proposal 	<p>Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim nikhaz@ukm.edu.my</p>	<p>11 MAY 2024 9.00am – 5.00 pm ONLINE</p>
2	<ul style="list-style-type: none"> • Literature Review • Research Gaps and Problem Statement • Theoretical Underpinning and Research Conceptual Framework • Hypotheses Development 	<p>Prof. Dr. Low Soo Wah swlow@ukm.edu.my</p>	<p>12 MAY 2024 9.00 am – 5.00 pm ONLINE</p>
3	<ul style="list-style-type: none"> • Instrument Development and Questionnaire Design • Measurement and Scaling • Sampling Techniques • Data Collection Procedures • Pre-test and Pilot Test • Response Rate Issues • Reliability and Validity • Common Method Variance 	<p>Prof. Dr. Khairul Anuar Mohd. Ali kabma@ukm.edu.my</p>	<p>8 JUNE 2024 9.00am – 5.00 pm ONLINE</p>

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4	<ul style="list-style-type: none"> • Data Cleaning, Screening and Transformation • SPSS Data Preparation • Descriptive Analysis • Correlation Analysis • Multiple Regression Analysis Factor Analysis 	<p>Assoc. Prof. Dr. Abdullah Al-Mamun almamun@ukm.edu.my</p>	<p>9 JUNE 2024 9.00 am – 5.00 pm ONLINE</p>
5	<ul style="list-style-type: none"> • PLS-SEM (Smart-PLS) • Preliminary Procedures • Measurement Model Assessment • Structural Model Assessment • Moderation and Mediation Analysis 	<p>Dr. Ida Rosnita Ismail idarosnita@ukm.edu.my</p>	<p>22 JUNE 2024 9.00 am – 5.00 pm ONLINE</p>
6	<ul style="list-style-type: none"> • Introduction to Qualitative Research • Qualitative Research Design, Methods and Analysis 	<p>Dr. Nur Saadah Muhamad (FEP, UKM) nurs@ukm.edu.my</p>	<p>30 JUNE 2024 9.00am – 5.00 pm ONLINE</p>
7	<ul style="list-style-type: none"> • Panel Data Analysis • Stata 	<p>Dr. Roslan Jaafar jroslan@ukm.edu.my</p>	<p>20 JULY 2024 9.00 am – 5.00 pm ONLINE</p>

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8	<ul style="list-style-type: none"> • UKM Thesis Writing Style • Template and Tools for Managing Thesis • Academic Writing and Referencing • End Note and Mendeley • Writing for Journal Publication (Conceptual and Empirical) 	<p>Dr. Mazzlida Mat Deli mazzlida@ukm.edu.my</p> <p>Dr. Ngan Sue Lin suelin.ngan@ukm.edu.my</p>	<p>21 JULY 2024 9.00 am – 12.00 pm ONLINE</p> <p>21 JULY 2024 2.00 pm – 5.00 pm ONLINE</p>
9	<p><i>Master & Doctoral Colloquium</i></p> <ul style="list-style-type: none"> • Management • Marketing • Finance 	<p>to be announced later</p>	<p>10, 11 & 12 SEPTEMBER 2024 9.00 am – 5.00 pm PHYSICAL</p>