

Seminar of Advanced MOT Research II

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■Date: Feb. 21, 2015 Place: Room 913 CIC in Tamachi Campus

10:30-12:00 Introduction, Learning Goals, course objectives; what is good research? (Theory-building, Induction vs. Deduction, Research Questions)

13:00-14:30 Hypothesis-Building, Research Design, Method selection
(ⁱ Prof. Dr. Cornelius Herstatt, TUHH)

14:45-17:00 Student presentation I
(3 students 30 minutes plus discussion; Positioning, research questions, model, methods)

Ms Endo (D2)

“An exploratory study on users' cognitive characteristics towards airplane system failure.”

Mr. Okuyama (D1)

“The limitation of academic engagement in applied drug discovery research: an analysis of Japanese pharmaceutical projects”

Mr. Okubo (M2)

“Creating a Quantitative index to evaluate the "Interest" of tourists by using Google's search volume”

■Date: Feb. 28, 2015 Place: Room 913 CIC in Tamachi Campus

10:30-12:00 Student presentation II (2 students 30 minutes plus discussion; Positioning, research questions, model, methods)

Mr. Inoue (D1)

“Complementary Products Providers' Technological Adoption and Evolution of the Business Ecosystem: The Case Study of Nintendo's Wii in Japanese Video Game Sector”

Mr. Shin (M2)

13:00-17:00 · Qualitative Research
· Presentation “Intercultural Management”
· Presentation “Frugal Innovation Research at TIM/TUHH”

(ⁱⁱDr. RajnishTiwari, TUHH)

ⁱ http://www.tuhh.de/tim/team/herstatt_en.html

ⁱⁱ http://www.tuhh.de/tim/team/tiwari_en.html