



UNIVERSITI KEBANGSAAN MALAYSIA
National University of Malaysia

UKM-GRADUATE SCHOOL OF BUSINESS
(PhD/DOCTOR OF BUSINESS ADMINISTRATION)
COURSE OUTLINE

1. Course Code	ZCDF8024 (PhD, DBA)
2. Course Title	Research Methodology 2
3. Credit Hours	4
4. Course Status	Core Subject
5. Prerequisite	Research Methodology 1
6. Evaluation	Attendance and Class Participation : 40% (Class & Colloquium) - <i>must score at least 70% to pass</i> Presentation in Research Colloquium 2 : 20% (by Colloquium Assessors) - <i>must present in order to pass</i> Written Paper for Colloquium 2 : 40% (by Supervisor/Assessors) - <i>must submit write-up in order to pass</i> - <i>coverage: title, abstract, research background, research objectives, synthesis of the literature, theoretical underpinning, conceptual framework, hypotheses, & methodology</i>
7. Course Instructor	Name: Prof. Dr. Ahmad Azmi Mohd Ariffin Email: aama@ukm.edu.my Room: Second Floor, Administration Block UKM-GSB
8. Class Schedule	Saturday & Sunday Physical class
9. Semester Offered	Semester 2, 2025/2026
10. Synopsis	The primary objective of this course is to extend and deepen student's understanding of the various research approach and methodologies in the business and management discipline. In addition to lecture discussions and reading materials, the course places greater emphasis on the practical side (hands-on) of research, covering prevalent techniques used in quantitative and qualitative research. Students will be exposed to theory-testing and advanced analytical procedures, including how to synthesize the literature, interpret findings, and prepare for proposal defense/viva. Each session will be led by a professor or scholar who is knowledgeable and experienced in his or her respective field. The course is designed to groom student's understanding of research and impart fundamental skills required to undertake supervised research projects in their chosen area of interest. At the end of the course, all students have to present their independent work-in-progress research paper at the second Doctoral Colloquium to a panel of professors. Students will receive valuable feedback to enhance their research projects and make preparations for proposal defense.

11. References	<p>Top journals in Management, Marketing, and Finance. Other references:</p> <ol style="list-style-type: none"> 1. Zikmund, Babin, Carr, Griffin, 2013. Business Research Methods, 9th Edition, Thompson. Southwestern 2. Cooper, D.R. and Schindler, P.S. 2003. Business Research Methods, 8th Edition, McGraw Hill. 3. Bryman, A. 2008. Social Research Methods, 3rd Edition. Oxford University Press. 4. Robert Burns, Richard Burns, 2008. Business Research Methods and Statistics Using SPSS (Hardback). Published by Sage Publications Ltd, United Kingdom
12. Teaching Methods	Lectures discussions, Task-based assignments, Student presentations

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Semester 2, 2025/2026 Academic Session

Session	Topics	Instructor	Date/Time
1	<p>3 Parallel Sessions – Students are required to attend sessions in accordance with their respective areas of specialization.</p> <p>Management</p> <ul style="list-style-type: none"> • Fields of Doctoral Research in Management • Current and Emerging Issues in Management Research Stream • Reputable Journals in Management • High Impact Doctoral Research Proposal and Thesis in Management <p>Marketing</p> <ul style="list-style-type: none"> • Fields of Doctoral Research in Marketing • Current and Emerging Issues in Marketing Research Stream • Reputable Journals in Marketing • High Impact Doctoral Research Proposal and Thesis in Marketing <p>Finance</p> <ul style="list-style-type: none"> • Fields of Doctoral Research in Finance • Current and Emerging Issues in Finance Research Stream • Reputable Journals in Finance • High Impact Doctoral Research Proposal and Thesis in Finance 	<p style="text-align: center;">Prof. Dr. Zafir Khan Mohamed Makhbul zafir@ukm.edu.my</p> <p style="text-align: center;">Dr. Sharizal Hashim (FEP, UKM) hsharizal@ukm.edu.my</p> <p style="text-align: center;">Prof. Dr. Low Soo Wah swlow@ukm.edu.my</p>	<p style="text-align: center;">16 MAY 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p> <p style="text-align: center;">16 MAY 2026 9.00 am – 5.00 pm Lecture Room 5 (BK5)</p> <p style="text-align: center;">16 MAY 2026 9.00 am – 5.00 pm Lecture Room 6 (BK6)</p>

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2	<p>9am-12pm:</p> <ul style="list-style-type: none"> • Triangulation and Mixed Methodology <p>2pm-5pm:</p> <ul style="list-style-type: none"> • Synthesizing and Analyzing Literature for Doctoral Research in Business 	<p>Prof. Dr. Mohd Nizam Ab Rahman (FKAB, UKM) mnizam@ukm.edu.my</p> <p>Dr. Nur Laili Ab Ghani nurlaili@ukm.edu.my</p>	<p>23 MAY 2026 9.00 am – 12.00 pm Lecture Room 4 (BK4)</p> <p>23 MAY 2026 2.00 pm – 5.00 pm Lecture Room 4 (BK4)</p>
3	<ul style="list-style-type: none"> • Multilevel Modelling • Hierarchical Linear Modelling 	<p>Dr. Norulhuda Tajuddin (UiTM) alhudatajuddin583@uitm.edu.my</p>	<p>6 JUNE 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>
4	<ul style="list-style-type: none"> • Presenting Research Findings • Discussing Research Findings and Addressing the Research Questions • Writing Research Implications, Contributions, Limitations and Delimitations. • Wrapping Up the Whole Research Process • Preparation for Proposal Defence and Viva Voce 	<p>Dr. Suguna Sinniah dr.suguna@ukm.edu.my</p>	<p>7 JUNE 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>
5	<ul style="list-style-type: none"> • Advanced PLS-SEM for Doctoral research 	<p>Dr. Ida Rosnita Ismail idarosnita@ukm.edu.my</p>	<p>4 JULY 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>
6	<ul style="list-style-type: none"> • Time Series Data Analysis • E-Views 	<p>Dr. Roslan Ja'afar jroslan@ukm.edu.my</p>	<p>5 JULY 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>

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7	<p>9am-1pm:</p> <ul style="list-style-type: none"> • Conceptual Research for Doctoral Research in Business <p>2pm-5pm:</p> <ul style="list-style-type: none"> • Creating Actionable Survey Questionnaire for Doctoral Research in Business 	<p>Assoc. Prof. Dr. Nik Mohd Hazrul Nik Hashim nikhaz@ukm.edu.my</p>	<p>18 JULY 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>
8	AMOS	<p>Dr. Ummu Ajirah Abdul Rauf ummu@ukm.edu.my</p>	<p>19 JULY 2026 9.00 am – 5.00 pm Lecture Room 4 (BK4)</p>
9	<p><i>Doctoral Colloquium - Parallel Session</i></p> <ul style="list-style-type: none"> • Management • Marketing • Finance 	<p>to be announced later</p>	<p>26, 27 & 28 AUGUST 2026 9.00 am – 5.00 pm Physical (Face-to-Face)</p>