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) - *must score at least 70% to pass* Presentation in Research Colloquium 2 : 20% (by Colloquium Assessors) - *must present in order to pass* Written Paper for Colloquium 2 : 40% (by Supervisor/Assessors) - *must submit write-up in order to pass* - *coverage: title, abstract, research background, research objectives, synthesis of the literature, theoretical underpinning, conceptual framework, hypotheses, & methodology*
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 1, 2026/2027
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 hisor 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 researchprojects and make preparations for proposal defense.

11. References	Top journals in Management, Marketing, and Finance. Other references: 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 UniversityPress. 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 1, 2026/2027 Academic Session

Session	Topics	Instructor	Date/Time
1	***3 Parallel Sessions – Students are required to attend sessions in accordance with their respective areas of specialization.*** **Management** • 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	**Assoc. Prof. Dr. Abdullah Almamun** almamun@ukm.edu.my	**12 December 2026** 9.00 am – 5.00 pm **Lecture Room 4 (BK4)**
	Marketing • 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	**Prof. Dr. Norzalita Abd Aziz** eita@ukm.edu.my	**12 December 2026** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
	Finance • 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	**Dr. Roslan Ja'afar** jroslan@ukm.edu.my	**12 December 2026** 9.00 am – 5.00 pm **Lecture Room 6 (BK6)**

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2	Synthesizing and Analyzing Literature for Doctoral Research in Business	**Dr. Nur Laili Ab Ghani** nurlaili@ukm.edu.my	**13 December 2026** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
3	• Conceptual Research for Doctoral Studies in Business • Creating Actionable Survey Questionnaire for Doctoral Research in Business	**Assoc. Prof. Dr.** **Nik Mohd Hazrul Nik Hashim** nikhaz@ukm.edu.my	**19 December 2026** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
4	• Advanced PLS-SEM for Doctoral research	**Dr. Ida Rosnita Ismail** idarosnita@ukm.edu.my	**20 December 2026** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
5	***Parallel Sessions – Students are required to attend sessions in accordance with their respective areas of specialization/methods to be used.*** **Finance:** • Time Series Data Analysis • E-Views **Management/Marketing:** • Multilevel Modelling • Hierarchical Linear Modelling	**Dr. Roslan Ja'afar** jroslan@ukm.edu.my **Dr. Norulhuda Tajuddin** (UiTM) alhudatajuddin583@uitm.edu.my	**9 January 2027** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)** **9 January 2027** 9.00 am – 5.00 pm **Lecture Room 6 (BK6)**
6	• Mixed Methods and Triangulation	**Prof. Dr.** **Mohd Nizam Ab Rahman** (FKAB, UKM) mnizam@ukm.edu.my	**10 January 2027** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**

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7	• Navigating Doctoral Research and Thesis Writing with AI	**Prof. Ts. Dr. Nurhizam Safie Mohd Satar** (FTSM, UKM) nurhizam@ukm.edu.my	**16 January 2027** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
8	• 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	**Dr. 'Ainul Huda Jamil** huda.jamil@ukm.edu.my	**17 January 2027** 9.00 am – 5.00 pm **Lecture Room 5 (BK5)**
9	***Doctoral Colloquium - Parallel Session*** • Management • Marketing • Finance	**to be announced later**	**28 – 29 January 2027** 9.00 am – 5.00 pm **Physical (Face-to-Face)**