

3. Frey, Lawrence R., Botan, Carl H. & Kreps, Gary L. (2000). Investigating communication: An introduction to research methods. Boston: Allyn and Bacon.
4. Greenberg, Bradley S., Eastin, Matthew S. & Garramone, Gina M. (2003). "Ethical issues in conducting mass communication research." In Guido H. Stempel, David H. Weaver and G. Cleveland Wilhoit (Eds.), Mass communication research and theory (pp. 299-326). Boston: Allyn and Bacon.
5. Jackson, Winston & Verberg, Norine. (2007). Methods: Doing social research. Toronto: Prentice Hall.
6. Social Research Methods: Qualitative and Quantitative Approaches, Seventh Edition by W. Lawrence Neuman, Copyright © 2011, 2006, 2003 by Pearson Education, Inc. Published by Allyn & Bacon Boston, Massachusetts 02116
7. Doing Survey Research: A Guide to Quantitative Methods, Second Edition by Peter M. Nardi Copyright © 2006, 2003 by Adobe Systems, Inc. Published by Allyn & Bacon Boston, Massachusetts
8. Qualitative Research Methods for the Social Sciences, Seventh Edition by Bruce L. Berg Copyright © 2009, 2007, 2004, 2001, 1998, 1995, 1989 by Pearson Education, Inc. Published by Allyn & Bacon Boston, Massachusetts 02116

ADDITIONAL WORKS

1. Methods: Doing Social Research, Fourth Edition by Winston Jackson and Norine Varberg Copyright © 2007, 2003, 1999, 1995 by Pearson Education Canada, Inc. Published by Prentice Hall, Toronto, Ontario
2. Basics of Social Research: Qualitative and Quantitative Approaches, Second Canadian Edition by W. Lawrence Neuman and Karen Robson Copyright © 2012, 2009 by Pearson Canada, Inc. Published by Allyn & Bacon, Toronto, Ontario
3. Research Methods, Design, and Analysis, Eleventh Edition by Larry B. Christensen, R. Burke Johnson, and Lisa A. Turner Copyright © 2011, 2007, 2004, 2001, 1997 by Pearson Education, Inc. Published by Allyn & Bacon Boston, Massachusetts 02116

IV. FREE TOPICS

1. Research ethics
2. Ethical dilemmas
3. What is the role of ethics in process of research?
5. Definition of the historical-comparative research
6. Documentary, biographical, oral history, and archival methods
7. General concepts of communication
8. The nature of communication within a system
9. Social interaction and technologies
10. Concepts of innovation in entrepreneurship

V. EXAM QUESTIONS

1. Research that attempts to drive change
2. Importance of communication research
3. Research designs
4. Data collection methods and sampling strategies
5. Data analysis
6. Writing reports and making presentations
7. Communication as a critical factor underpinning successful innovation
8. Effective communication that leads to collaboration among innovation teams
9. Research ethics
10. Ethical dilemmas

11. Ethical guidelines
12. Ethical standards for research.
13. Ethical principles in research
14. Definition of the historical-comparative research
15. The logic of historical-comparative research
16. Steps in conducting a historical-comparative research project
17. Data and evidence in historical context
18. Comparative research
19. Equivalence in historical-comparative research
20. Documentary, biographical, oral history, and archival methods
21. Definition of the unobtrusive measures in research
22. Archival strategies
23. Physical erosion and accretion: human traces as data sources
24. What is an example of an unobtrusive measure?
25. What is meant by unobtrusive methods of research?
26. What are the three types of unobtrusive research?
27. Content analysis, physical trace, and archival methods
28. What are some examples of unobtrusive observation techniques?
29. What is the difference between unobtrusive observation and unobtrusive measures?
30. Definition of the experimental research
31. Random assignment
32. Experimental design logic. Internal and external validity
33. Results of experimental research.
34. What is an experimental research example?
35. What are the 4 types of experimental research?
36. Experimental, quasi-experimental, correlational and single subject
37. What are the features of experimental research?
38. Manipulation, control random assignment, and random selection
39. What are the characteristics of experimental research design?
40. True experimental designs and quasi-experimental designs.
41. Internal upward business communication.
42. Internal downward communication.
43. Horizontal, vertical and lateral business communication.
44. External communication. Modern types of communication. V
45. Verbal Communication.
46. Non-Verbal Communication.
47. What are the main types of innovation?
48. Types of Innovation: disruptive innovation, incremental, sustaining and radical innovation.
49. What is an example of economic innovation?
50. What inventions helped the economy?

VI. DESCRIPTION AND PURPOSE OF THE SUBJECT

Description: The subject "Research, communication and innovation" focuses on the pursuit of research, communicative and innovative efficiency — typically defined in terms of communication research as an extremely rich field of study that merits much more attention from communication researchers than it currently receives.

Purpose: The goal of mastering the subject "Research, communication and innovation" in economy is to create a system of incentives that aim to replicate the outcomes of competition in terms of consumer prices, quality and investment and puts the protection of consumers' interests at its heart.

The task of the subject: The task of the subject "Research, communication and innovation" in economy is to set the framework for delivering greater clarity about the respective roles of government, regulators and producers, and greater coherence in an increasingly complex and interlinked policy and scientific context.

Results of teaching the subject (goals):

1. Students will study the base of research, communication and innovation processes at the high level.
2. Students will learn the main tools of research, communication and innovation processes.
3. Students will learn to analyze the relationship of economic analyzes in the national economy.
4. Students will be able to learn modern methods of calculating socio-economic indicators.

VII. THE CALENDAR PLAN OF TEACHING

| Weeks | Title and brief overview of the topic | Lectons | | Seminars | |
|-------|--|---------|------|----------|------|
| | | hours | date | hours | date |
| | <p>Theme № 1. Introduction to the Subject Why It Matters? Importance of communication research. Research designs. Data collection methods and sampling strategies. Data analysis. Writing reports and making presentations. Communication as a critical factor underpinning successful innovation. Effective communication that leads to collaboration among innovation teams. Communication is the act of giving, receiving, and sharing information.</p> | 2 | | 2 | |
| | <p>Theme № 2. Ethics in research processes Research ethics: What are they? Ethical dilemmas. Ethical guidelines. Ethical standards for research. Ethical issues to consider when conducting research. Ethical issues in electronic research. Ethical issues in preparing the research report. What is the role of ethics in process of research? What are the 7 ethical principles in research? Discuss intellectual property frankly. Be conscious of multiple roles. Informed-consent rules. Respect confidentiality and privacy. Tap into ethics resources.</p> | 4 | | 2 | |
| | <p>Theme № 3. Historical-Comparative Research Definition of the historical-comparative research. A short history of historical-comparative research. Research questions appropriate for historical-comparative research. The logic of historical-comparative research. Steps in conducting a historical-comparative research project. Data and evidence in historical context. Comparative research. Equivalence in historical-comparative research. Who used historical comparative method? What is the purpose of comparative research? Documentary, biographical, oral history, and archival methods.</p> | 4 | | 2 | |
| | <p>Theme № 4. Unobtrusive Measures in Research Definition of the unobtrusive measures in research. Archival strategies. Physical erosion and accretion: human traces as data sources. What is an example of an unobtrusive measure? Structured observation is an example of an unobtrusive measure. What is meant by unobtrusive methods of research? What are the three types of unobtrusive research? Content analysis, physical trace, and archival methods. What are some examples of unobtrusive observation techniques? What is the difference between unobtrusive observation and unobtrusive measures?</p> | 4 | | 2 | |

| | | | | | |
|--|--|---|--|---|--|
| | <p align="center">Theme № 5. Experimental Research</p> <p>Definition of the experimental research. Random assignment. Experimental design logic. Internal and external validity. Results of experimental research. Making comparisons. A word on ethics. What is an experimental research example? What are the 4 types of experimental research? Experimental, quasi-experimental, correlational and single subject. What are the features of experimental research? Manipulation, control random assignment, and random selection. What are the characteristics of experimental research design? True experimental designs and quasi-experimental designs.</p> | 4 | | 2 | |
| | <p align="center">Theme № 6. Qualitative and Quantitative Research</p> <p>Definitions of the qualitative and quantitative research. Strategies of research design. Triangulation. Qualitative and quantitative orientations toward research. Qualitative design issues. Quantitative design issues. Qualitative and quantitative measurement. The need for measurement. Quantitative and qualitative measurement. The measurement process. Reliability and validity. A guide to quantitative measurement. Scales and indexes. What is the main difference between qualitative and quantitative research? What is qualitative research example? What are 5 examples of qualitative research? Types of qualitative research methods with examples. One-on-one interview: Conducting in-depth interviews is one of the most common qualitative research methods. Ethnographic research. Case study research. Record keeping. Process of observation.</p> | 4 | | 2 | |
| | <p align="center">Theme № 7. Types of communication</p> <p>Why it matters? The definition of communication. Types of communications. General concepts of communication. The nature of communication within a system. Social interaction and technologies. What is administration and business communication? Effective communicative methods. Face-to-face and verbal communications. Conciseness. Objectivity. Consistency. Relevancy. Audience Knowledge. Mechanisms and elements of business communication. Components of communication. Internal communication. Internal upward business communication. Internal downward communication. Horizontal, vertical and lateral business communication. External communication. Modern types of communication. Verbal Communication. Non-Verbal Communication. Written Communication. Visual Communication. Feedback Communication. Mass and Media Communication. Group Communication. Clarity, correctness, conciseness, courtesy, concreteness, consideration and completeness. Five major purposes of communication: to inform, to express feelings, to imagine, to influence, and to meet social expectations. What is communication process? What is strong communication? What are barriers to communication? What is positive communication? What is formal communication?</p> | 4 | | 2 | |
| | <p align="center">Theme № 8. Economic innovations & Research reports</p> <p>Definitions of innovation. What are the concepts of innovation in entrepreneurship? What are the four 4 types of innovation? Sustaining innovation. Breakthrough innovation. Disruptive innovation. Basic research. What is the concept of innovation in business? What is innovation theories and concepts? What are the 5 concepts of entrepreneurship? Interest and Vision. Areas of Skill. Financial and Emotional Investment. Organization and Delegation. Risk and Rewards. What are the main types of innovation? Types of Innovation: disruptive innovation, incremental, sustaining and</p> | 4 | | 1 | |

| | | | | |
|--|----|--|----|--|
| radical innovation. What is an example of economic innovation? What inventions helped the economy? Technologies that fosters innovation, creates jobs, and boost long-term economic prosperity. Seven components of the research reports: Abstract or Summary, Introduction, Review of Literature, Methods, Results, Conclusions and Discussion, References. | | | | |
| Total | 30 | | 15 | |

VIII. FORM OF EXAMINATION – Written

IX. EVALUATION AND DISTRIBUTION OF POINTS DURING THE SEMESTER:

The maximum number of points - 100 points.

A) The maximum number of points collected during the semester – 50

| | |
|---|-----------|
| According to class attendance | 10 points |
| For independent works of students (synopsis, presentation, research work, etc.) Note: Plagiarism is strictly prohibited! A brief description of all assignments related to independent works, terms of submission, the time and method of assessment must be clearly indicated. | 10 points |
| According to the results of seminars (classes) or laboratory classes (If both seminars and laboratory classes are provided in the same subject, 10 points are allocated for each of them) | 20 points |
| For the preparation and defense of course work (If course work (project) on the subject is not provided, 10 points allocated to it are added to the seminar (lesson) or laboratory classes. The calculation procedure is carried out in accordance with the instructions) | 10 points |

B) According to the results of the semester exam - maximum 50 points

Each paper - 5 questions for each question - 10 points.

Electronic test method - 50 tests - 1 point for each test.

Note: The student's points on the exam should not be less than 17.

C) Semester-based EVALUATION (based on exam and pre-exam points):

| | | |
|---------------------|--------------|---|
| 91 – 100 points | excellent | A |
| 81 – 90 points | very good | B |
| 71 – 80 points | good | C |
| 61 – 70 points | sufficient | D |
| 51 – points | satisfactory | E |
| Less than 51 points | insufficient | F |

SUBJECT TEACHER:

ELSHAN N. NASIROV

Date: September 09, 2022