

MAN 710: Research Seminar Public & Nonprofit Management
Chair of Public and Nonprofit Management

Spring term 2022 focus: Success and Failure of Nonprofit Organizations

Table of Contents

1 Course Description	2
1.1 Seminar Topic Spring Term 2022	2
2 Learning Goals	2
3 Prerequisites.....	2
4 Organizational Matters.....	3
5 Contact Details	3
6 Grading	3
7 Course Requirements.....	4
7.1 General requirements.....	4
7.2 Examination Requirements.....	4
8 References.....	5
8.1 Seminar topic	5
8.2 Qualitative research methods.....	5
[8.3 Quantitative research methods – not needed for this research seminar but useful for master thesis].....	5
9. Timetable.....	6

1 Course Description

This course will introduce students to different approaches relevant to planning and implementing research in the fields of public and nonprofit management. Based on a process model for empirical research, students will study how to conduct qualitative and quantitative investigations, and to read and write scientific papers. In addition, they will have to apply this knowledge in an empirical research project. At the end of this course, students will have the skills for doing academic work on their own, and thus, to write a qualitative- and quantitative-empirical master thesis at the *Chair of Public and Nonprofit Management*.

1.1 Seminar Topic Spring Term 2022

In the spring semester 2022, students will work on research projects about success and failure of nonprofit organizations. Using the example of cultural interventions in public spaces the research projects examine how organizational activities impact nonprofit organizations' performance. This research project is a collaboration with the Biennale für aktuelle Fotografie 2022 (<https://biennalefotografie.de/en>).

To apply multiple viewpoints and address different research gaps, exploratory qualitative research will be conducted. Students will work on one research topic following the overarching research question: *How do organizational activities affect a nonprofit organization's performance?* A selection of research topics to choose from will be provided at the beginning of the seminar. Own topics can be developed as well. Literature on this semester's focus topic is provided under 8.1 in this syllabus.

Students will each collect own data for the qualitative empirical seminar papers through on-site observations and interviews (at the public space of the Mannheim main train station). Additional information relevant for the selected research question may be manually extracted by the students from online sources, e.g., Instagram, or newspaper clippings. Web traffic information and response rates may be provided by the research partner of the Biennale.

2 Learning Goals

By the end of the course, students will be able to:

- describe given research gaps, especially related to own research projects,
- define research goals and research questions,
- search, interpret, evaluate and select academic literature,
- select appropriate research methods (qualitative and/or quantitative) for various research questions,
- write a qualitative and/or quantitative research paper.

In this seminar, the key competence of academic, scientific research shall be acquired.

3 Prerequisites

To attend this course, there are no formal prerequisites.

4 Organizational Matters

Registration	<p>Please write an email to Maren Rottler (maren.rottler@uni-mannheim.de) until 07 February 2022.</p> <p>Students studying in the M.Sc. Program Culture and Business have to personally hand in the form “Antrag auf Übertragung (Export) der Masterarbeitsbetreuung”, signed by Mr. Hепен until 07 February 2022. Without this form, the registration cannot be processed.</p> <p>Information of being accepted for the research seminar is sent out by 10 February 2022. You need to send your binding module participation confirmation or cancellation by 11 February 2022.</p>
Dates	Please get the details from the timetable at the end of the syllabus.
Examination	<p>Seminar paper – part 1 (due 04 April 2022, noon, via ILIAS)</p> <p>Seminar paper – part 2 (due 30 May 2022, noon, via ILIAS)</p>
Course materials	ILIAS
Credits	<p>6 ECTS 180 hours: 10 in-class sessions, 1 mandatory office hour. In-class attendance = 16 hours. Data collection and data analysis (including preparation) = 70 hours. Writing of seminar paper (part 1 and 2; including literature search) = 94 hours.</p>

5 Contact Details

Please contact Maren Rottler for the module application or further questions.

Lecturer	Dr. Maren Rottler
E-Mail	maren.rottler@uni-mannheim.de
Office hours	Please make an appointment via email

6 Grading

Submission type	% of final grade
Data collection	Mandatory, not graded
Seminar paper (part 1)	25%
Seminar paper (part 2)	75%
Total	100%

7 Course Requirements

7.1 General requirements

This course is highly interactive and thus based on critical conversations among students. Discussions will be based on conceptual and empirical academic papers and methods literature. We will critically reflect on research designs and methods and have workshops in which the theoretical knowledge will be applied. Course participants – apart from being interested in the subject per se – should be highly motivated to conduct empirical research. A strong commitment to active participation in discussions in the team sessions is expected. Even though knowledge of empirical research methods will help to accomplish this seminar, it is not required.

To successfully pass the seminar, students must attend the sessions as scheduled in the syllabus and the “Portal2”. They are allowed to miss two blocks of 90 minutes each. Please indicate your absence via email. Students must not miss the sessions in which the results of their work will be discussed as scheduled.

7.2 Examination Requirements

Students will conduct their own research endeavor consisting of a qualitative empirical seminar paper. Students will collect the data for the qualitative empirical seminar papers through on-site observations and interviews. Students are required to provide a transcript of the conducted interview (by 07 March 2022). Each student will conduct his or her own data analysis.

Seminar paper (part 1): Students will write a short proposal consisting of an introduction, theoretical background, and methods to be applied (parts 1–3 of an academic paper). Students must follow the guidelines for academic work, as published on the website of the *Chair of Public and Nonprofit Management*. Evaluation criteria are (1) formal aspects, (2) content, (3) scientific language, and (4) reasoning. The proposal grade is 25% of the final grade. The proposal is due on 04 April 2022, noon (per upload in the respective ILIAS-folder). The length of the proposal should be about 5 pages (including figures and tables, excluding title page, references; as PDF or word-format). Students will get feedback on their proposal by the lecturer. They are expected to use this feedback to improve their final seminar paper (part 2).

Seminar paper (part 2): Based on the written proposal, students have to write-up the results of their empirical work in a comprehensive seminar paper (15 pages including figures and tables, excluding title page, references, appendices). For this purpose, they must include the feedback provided on the proposal, refine the methodology section, and add sections on their data analysis, findings, discussion and conclusion. Evaluation criteria are the same as those for seminar paper part 1. Guidelines for scientific work as published on the website of the *Chair for Public and Nonprofit Management*, must be followed. Deadline for the final paper is 30 May 2021, noon (one digital copy via ILIAS upload, as PDF format).

8 References

8.1 Seminar topic

- Ebrahim, A., & Rangan, V. K. (2014). What Impact? A Framework for Measuring the Scale and Scope of Social Performance. *California Management Review*, 56(3), 118–141. <https://doi.org/10.1525/cmr.2014.56.3.118>
- Helmig, B., Ingerfurth, S. & Pinz, A. (2014). Success and Failure of Nonprofit Organizations: Theoretical Foundations, Empirical Evidence, and Future Research. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations* 25(6), 1509–1538. <https://doi.org/10.1007/s11266-013-9402-5>
- Kuan, J., & Thornton, J. (2021). Nonprofit Organizations as Multi-Sided Platforms. *Academy of Management Review*. Advance online publication. <https://doi.org/10.5465/amr.2019.0216>
- Micheli, P., & Mari, L. (2014). The theory and practice of performance measurement. *Management Accounting Research*, 25(2), 147–156. <https://doi.org/10.1016/j.mar.2013.07.005>
- Pandey, S., Kim, M., & Pandey, S. K. (2017). Do Mission Statements Matter for Nonprofit Performance? *Nonprofit Management and Leadership*, 27(3), 389–410. <https://doi.org/10.1002/nml.21257>
- Willems, J., Boenigk, S., & Jegers, M. (2014). Seven Trade-offs in Measuring Nonprofit Performance and Effectiveness. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 25(6), 1648–1670. <https://doi.org/10.1007/s11266-014-9446-1>

8.2 Qualitative research methods

- Eriksson, P., & Kovalainen, A. (2008). *Qualitative Methods in Business Research*. Thousand Oaks: Sage.
- Howard-Grenville, J., Nelson, A., Vough, H., & Zilber, T. B. (2021). From the Editors—Achieving Fit and Avoiding Misfit in Qualitative Research. *Academy of Management Journal*, 64(5), 1313–1323. <https://doi.org/10.5465/amj.2021.4005>
- Ritchie, J., & Lewis, J. (Hrsg.). (2014). *Qualitative research practice: a guide for social science students and researchers*. London: Sage.
- Saldaña, J. (2016). *The Coding Manual for Qualitative Researchers*. Thousand Oaks: Sage.
- Yin, R. K. (2014). *Case study research: Design and methods* (5. ed.). Los Angeles: Sage.

[8.3 Quantitative research methods – not needed for this research seminar but useful for master thesis]

- Hair, J. F. (Hrsg.). (2014). *Multivariate data analysis*. Harlow: Pearson.
- Shadish, W. R., Cook, T. D., & Campbell, D. T. (2001). *Experimental and quasi-experimental designs for generalized causal inference*. Boston: Houghton Mifflin.

9. Timetable*

Date	Time	Format	Session type	Content
Mo, 14.02.2022	B4, B5	On campus	In-class session I	Research question and conceptual framework (including development of seminar paper themes)
Mo, 14.02.2022 – Mo, 21.02.2022		Asynchronous	Self-study	Preparation data collection
Mo, 21.02.2022	B4, B5	On campus	In-class session II	Data collection
21.02.2022 – 07.03.2022		Asynchronous	Self-study	Individual data collection and transcription
Mo, 07.03.2022		examination portfolio, ILIAS	Submission	Transcript
Mo, 07.03.2022 – Mo, 14.03.2022		Asynchronous	Self-study	Preparation data analysis + reading of transcripts
Mo, 14.03.2022	B4, B5	On campus	In-class session III	Data analysis
Mo, 14.03.2022 – Mo, 21.03.2022		Asynchronous	Self-study	Preparation “writing up”
Mo, 21.03.2022	B4, B5	On campus	In-class session IV	“Writing up”
Mo, 04.04.2022	noon	examination portfolio, ILIAS	Submission	Seminar paper part 1
Mo, 25.04.2022	B1, B2, B4, B5	Zoom (individual links)	Individual feedback	Feedback seminar paper part 1
Ongoing – Mo, 02.05.2022		Asynchronous	Self-study	Preparation presentation on status quo of research project (5 – 10 minutes) & open questions
Mo, 02.05.2022	B4, B5	On campus	In-class session V	Presenting status quo of data analysis & discussion of open questions in data analysis process
Ongoing – Mo, 30.05.2022		Asynchronous	Self-study	Individual data analysis, synthesis and writing up of seminar paper
Mo, 30.05.2022	noon	examination portfolio, ILIAS	Submission	Seminar paper part 2

*Changes may occur: Status 11/2021