

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

**Spring term 2024 focus: Why do people donate money to nonprofit organizations?**  
(Version from February 2024)

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## 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 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 2024

In the spring semester 2024, students will work on research projects about donation mechanisms that drive individuals to give money to nonprofit organizations. 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: *Why do people donate money to nonprofit organizations?* A selection of research topics to choose from will be provided at the beginning of the seminar. Own topics can be developed as well. Students will each collect own data for the qualitative empirical seminar papers through two interviews.

## 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) for research question(s),
- develop data collection instruments,
- analyse and synthesize qualitative data,
- write a qualitative research paper.

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

## 3 Prerequisites

To conduct the research seminar MAN 710, one of the chair's 600 modules (MAN 659, MAN 675, MAN 676, MAN 679, MAN 680) need to be successfully completed. The 600 module can be taken in parallel.

#### 4 Organizational Matters

##### Registration

Please write an email to Maren Rottler ([maren.rottler@uni-mannheim.de](mailto:maren.rottler@uni-mannheim.de)) **until 12 February 2024**.

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. Hempfen until 12 February 2024. Without this form, the registration cannot be processed.

**Information of being accepted for the research seminar is sent out by 14 February 2024. You need to send your binding module participation confirmation or cancellation by 15 February 2024.**

##### Dates

Please get the details from the timetable at the end of the syllabus.

##### Examination

Seminar paper – part 1 (**due 08 April 2024, noon**, via ILIAS)  
Seminar paper – part 2 (**due 24 May 2024, noon**, via ILIAS)

##### Course materials

ILIAS

##### Credits

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.

#### 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](mailto: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 interviews. Students are required to provide a transcript of the conducted interviews as digital appendix of the seminar paper in the language the interview was conducted. Each student will conduct his or her own data collection and 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 08 April 2024, 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 24 May 2024, noon (one digital copy via ILIAS upload, as PDF format, and one hard copy).

## 8 References

### 8.1 Seminar topic

- Bekkers, R., & Wiepking, P. (2011). A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving. *Nonprofit and Voluntary Sector Quarterly*, 40(5), 924-973. <https://doi.org/10.1177/0899764010380927>

### 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, 04.03.2024	13:45 – 17:00 B4, B5		In-class session I	Research question and conceptual framework (including development of seminar paper themes)
Fr, 08.03.2024	13:45 – 17:00 B4, B5		In-class session II	“Writing up” research
Mo, 11.03.2024	13:45 – 17:00 B4, B5		In-class session III	Data collection
Ongoing – Mo, 08.04.2024		Asynchronous	Self-study	Literature review and synthesis on research topic, data collection conceptualization and writing up of seminar paper part 1
Mo, 08.04.2024	noon	examination portfolio, ILIAS	Submission	Seminar paper part 1
Mo, 15.04.2024	B1, B2, B4, B5	Zoom (individual links)	Individual feedback	Feedback seminar paper part 1
Mo, 11.03.2024 – Mo, 22.04.2024		Asynchronous	Data collection	Individual data collection and transcription (2 interviews)
Mo, 22.04.2024	13:45 – 17:00 B4, B5		In-class session IV	Data analysis
Ongoing – Mo, 06.05.2024		Asynchronous	Self-study	Preparation presentation on status quo of research project (5 – 10 minutes) & open questions
Mo, 06.05.2024	13:45 – 17:00 B4, B5		In-class session V	Presenting status quo of data analysis & discussion of open questions in data analysis process
Ongoing – Fr, 24.05.2024		Asynchronous	Self-study	Individual data analysis, synthesis and writing up of seminar paper part 2
Fr, 24.05.2024	noon	examination portfolio, ILIAS	Submission	Seminar paper part 2

\*Changes may occur: Status 02/2024