

<ul style="list-style-type: none"> Nome da disciplina 		
<p>Quantitative Methods for Administration Research Ministrada em 2020-1</p>		
Número de créditos:	Carga horária:	Obrigatória/Eletiva:
<p>Ementa:</p>		
<p>Logic and process of the quantitative research and its major constituents. Construction of data collection instruments. Data collection techniques. Measurement of variables. Validity and reliability. Forms of relationship between variables. Multivariate quantitative data analysis</p>		
<p>Bibliografia:</p>		
<p>CHA, E.; KIM, K.H.; ERLÉN, J.A. Translation of scales in cross-cultural research: issues and techniques. <i>Journal of Advanced Nursing</i>, v.58, n.4, p.386-395, 2007. CHANG, S-J; van WITTELOOSTUIJN, A.; EDEN, L. Common method variance in international business research. <i>Journal of International Business Studies</i>, v.41, p.178-184, 2010. JARVIS, C.B.; MACKENZIE, S.B. PODSAKOFF, P.M. A critical review of construct indicators and measurement model misspecification in Marketing and Consumer research. <i>Journal of Consumer Research</i>, v.30, n.2, p.199-218, set. 2003. NETEMEYER, R.G; BEARDEN, W.O.; SHARMA, S. <i>Scaling Procedures: issue applications</i>. Thousand Oaks: Sage Publications, 2003. SEKARAN, U.; BOUGIE, R. <i>Research methods for business: a skill-building approach</i>. 6th ed. Chichester, West Sussex: John Wiley, 2013. 423. BARON, R. M.; KENNY, D. A. The Moderator-Mediator Variable Distinction in Social Psychological Research: conceptual, strategic, and statistical considerations. <i>Journal of Personality and Social Psychology</i>, v.51, n.6, p.1173-1182, 1986. CHIN, W.W.; NEWSTED, P.R. Structural Equation Modeling analysis with small samples using Partial Least Squares. In HOYLE, R.H. (Ed.) <i>Statistical Strategies for Small Sample Research</i>. Thousand Oaks, Sage Publications, 1999. Cap. 12, p.307-335. COHEN, J. <i>Statistical Power Analysis for the Behavioral Sciences</i>. 2nd ed. New York: Psychology Press, 1988. HAIR JR., J. F., HULTT, G. T. M., RINGLE, C. M., & SARSTEDT, M. <i>A Primer on Partial Squares Structural Equation Modeling (PLS-SEM)</i>. Thousand Oaks, CA: Sage Publications, Inc., 2000. HAIR JR., J. F.; RINGLE, C. M.; SARSTE</p>		