

Nome da disciplina		
RESEARCH AND PRACTICE IN CONTROLLERSHIP AND FINANCE Ministrada em 2021-2		
Número de créditos: 4	Carga horária: 48	Obrigatória/Eletiva: Obrigatória
Ementa:		
<p>The discipline has as main learning objectives that at the end of the course the student will be able to learn the main research techniques that will compose the set of the doctoral thesis, specifically in relation to the experiments and qualitative methodology such as content analysis and case study . The course aims to advance the knowledge of two major themes: (1) field and laboratory experiments that will be applied in solving problems related to the doctoral dissertation; (2) qualitative methodology that will be used in interventional research, also the subject of the doctoral dissertation.</p>		
Bibliografia:		
<p>Field and laboratory experiments Chatterji, A. K., Findley, M., Jensen, N. M., Meier, S., & Nielson, D. (2016). Field experiments in strategic research. <i>Strategic Management Journal</i>, 37(1), 116–132. https://doi.org/10.1002/smj.2449 Floyd, E., & List, J. A. (2016). Using Field Experiments in Accounting and Finance. <i>Journal of Accounting Research</i>, 54(2), 437–475. https://doi.org/10.1111/1475-679X.12113 Hou, J. (2017). Can interface cues nudge modeling of food consumption? Experiments on a Food-Order website. <i>Journal of Computer-Mediated Communication</i>, v.22(4), p.196-214. Lucca, M. ; Bazerman, M.H. (2020). <i>The Power of experiments - decision making in a data-drive world</i> Cambridge: The MIT Press. Lourenço, S.M. Monetary incentives, feedback, and recognition—complements or substitutes? Evidence from a field experiment in a retail services company <i>The Accounting Review</i>, 91 (1) (2016), pp. 279-29 Lourenço, S.M. (2019) Field experiments in managerial accounting research. <i>Foundations and Trends in Accounting</i>, 14 (1) (2019), pp. 1-72 Lourenço, S.M.; Greenberg, J.O.; Littlefield, M.; Bates, D.W.; Narayan, V.G. (2018). The performance effect of feedback in a context of negative incentives: Evidence from a field experimente. <i>Management Accounting Research</i>, 40 (2018), pp. 1-14 Mattos, D.I.; Bosch, J. & Olsson, H. H. (2019). Multi-armed bandits in the wild: Pitfalls and strategies in online experiments. <i>Information and Software Technology</i>, v. 113, p.68-81. Merchant, K. A., & Stede, W. A. V. der. (2006). Field-Based Research in Accounting: Accomplishments Prospects. <i>Behavioral Research in Accounting</i>, 18(1), 117–134. https://doi.org/10.2308/bria.2006.18.1 Tosch, E.; Bakshy, E.; Berger, E.D; Jensenn, D.D.; Moss, J. E. B.(2019). Plan analyzer: Assessing threats the validity of online experiments. <i>Proceedings of the ACM on Programming Languages</i>. V.3(OOPSLA), 30.</p>		