

RESEARCH METHODS IN BUSINESS AND MANAGEMENT I

AY: 2026/27
Fall semester

Instructor:

Prof. Luisa Gagliardi

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Course description

This course is designed to introduce students to the study of econometrics. It is structured such that students are stimulated to think about estimation approaches and methodological issues starting from the actual nature of the data they confront with. The scope of this approach is twofold. First, to make students familiar with the theoretical aspects associated with each estimation approach, second to make students able to apply such methods to real data and identify the best estimation approach for the specific research question(s) they want to address. To this scope, each class is paired with a practical session in which students will get familiar with applications of the revised methodologies and put their hands on the data.

Course Material

Selected papers

Tentative list of topics

Topic 1. *Basics: Random variables, probability distributions and OLS*

Topic 2: *Applications of Basics*

Topic 3. *Violations of OLS assumptions: Weighting and Endogeneity.*

Topic 4. *Methods for causal identification*

Topic 5. *The selection problem: Theory*

Topic 6: *The selection problem: Applications*

Assessment Methods.

Students' evaluation will be based on an oral exam (100%)

Faculty Bio.

Luisa Gagliardi. My research examines how individual backgrounds and geographic environments shape innovation, strategy, and entrepreneurship. Individual backgrounds influence the knowledge, experiences, and perspectives on which individuals draw, while geographic environments shape their exposure to people, information, resources, markets, and problems. I study how these forces influence innovative search, entrepreneurial and organizational strategies, and ultimately outcomes for individuals, firms, and places.

<https://mgmt-tech.unibocconi.eu/faculty/luisa-gagliardi>

Alfonso Gambardella. Alfonso Gambardella is Professor of Corporate Management at the Department of Management & Technology, Bocconi University, Milan, and Co-Director of the ION Management Science Lab at the SDA Bocconi School of Management. His research has focused on the economics and management of technological innovations, the technology strategies of firms, and has now embarked in a long-term research program on strategic decision-making under uncertainty. <https://mgmt-tech.unibocconi.eu/faculty/alfonso-gambardella>