

## Introduction

Amílcar Moreira and Inês Faria  
28/01/2024, 18:00-19:30  
FRANCESINHAS 2, Sala 2.08

## Presentation

**1. Objectives**

**2. Program**

**3. Bibliography**

**4. Evaluation**

**5. Support**

**6. Managing your Supervisor**

## 1. Objectives:

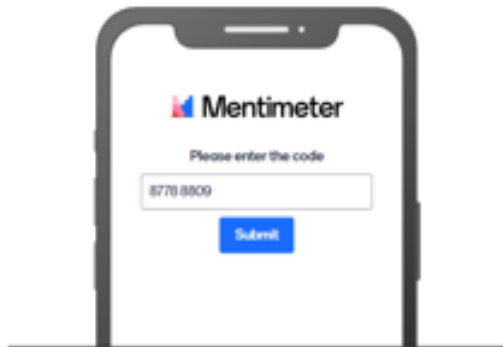
## 1. Objectives:

- **Help students to choose the (type of) Master's Project they will carry out.**
- **Help students to choose the topic of their Master's Project.**
- **Provide students with foundational methodological skills to successfully complete their Master's Project.**
- **Provide students with necessary skills to collect, qualitative and quantitative, data for their Masters' Project.**

## ACTIVITY: #1

Accede a

[www.menti.com](http://www.menti.com)



Code: 6733 5801



# 2:00

**WHO:** Groups of 2

**WHAT:** Name one skill you consider important to successfully conclude your Master's Project

**WHERE:** Mentimeter

**HOW LONG:** 2 Minutes

## By the end of this Course Unit, you should:

- **Have chosen the type of Master Project and the topic you will be working on.**
- **Be able to conduct an Exploratory Bibliographic Search, and write ‘Annotated Bibliographies’, which will help you in narrowing the topic of your Master’s Project.**
- **Be able to conduct a Systematic Bibliographic Search, and to use an ‘Article Matrix’ to systematize evidence in literature.**
- **Be able to define the Research Question (and Hypothesis) that will guide the data collection and analysis in your Master’s Project.**
- **Know what are the key approaches for collecting (qualitative and quantitative) data and how to implement them.**

## 2. Program Structure

1. Introduction
2. Gaining Information on Your Topic of Interest
3. Conducting a Review of The Literature
4. Objectives, Research Question & Hypothesis
5. Choosing a Research Design
6. Data Collection Strategies (Parts I & II)
7. Data Collection Strategies (Part III & IV)
8. Getting the Message Out

## 2. Program Structure

### 1. Introduction

2. Gaining Information on Your Topic of Interest

3. Conducting a Review of The Literature (Parts I & II)

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- Familiarize students with the objectives, structure and evaluation model of the Course Unit.
- Familiarize students with the types of Master's Project that they can choose to develop.
- Familiarise students with the rationale of conducting a Master's Project.
- Familiarise students with the issues concerning the choice of, and relationship with a Supervisor.



## 2. Program Structure

1. Introduction

**2. Gaining Information on Your Topic of Interest**

3. Conducting a Review of The Literature (Parts I & II)

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- Sources of Inspiration for Choosing your Topic.
- Conducting an Exploratory Bibliographic Search.
- How to Read a Scientific Paper.
- Writing an Annotated Bibliography.
- Referencing Rules.

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

**3. Conducting a Review of The Literature (Parts I & II)**

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- **Narrowing the Topic.**
- **Types of Reviews.**
- **Structuring a Review of Literature.**
- **How to Identify Gaps in the Literature.**

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

**3. Conducting a Review of The Literature (Parts I & II)**

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- **Conducting a Systematic Bibliographic Search.**
- **Introducing students to the 'EBSCO Discovery Service'.**
- **Creating an 'Article Matrix' as a tool for systematizing information.**

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

3. Conducting a Review of The Literature (Parts I & II)

**4. Objectives, Research Question & Hypothesis**

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- Gaps vs. Objectives vs. Research Question
- How to write the Research Question: the PICO and PEO models
- The Conceptual Model: Causal relations and the definition of research hypothesis

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

3. Conducting a Review of The Literature (Parts I & II)

4. Objectives, Research Question & Hypothesis

**5. Choosing a Research Design**

6. Data Collection Strategies (Parts I & II)

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- Defining the Research Design
- Qualitative Research Designs
- Quantitative Research Designs

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

3. Conducting a Review of The Literature (Parts I & II)

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

**6. Data Collection Strategies (Parts I & II)**

7. Data Collection Strategies (Part III & IV)

8. Getting the Message Out

- **Qualitative Primary Data (Semi-Directive Interview; Focus Groups; Journey Mapping & Participant Observation Techniques)**
- **Participatory Research tools**
- **Digital Ethnography Methods**
- **Image-Based Data Collection Methods**
- **Ethical issues in the collection of qualitative primary data.**

## 2. Program Structure

1. Introduction

2. Gaining Information on Your Topic of Interest

3. Conducting a Review of The Literature (Parts I & II)

4. Objectives, Research Question & Hypothesis

5. Choosing a Research Design

6. Data Collection Strategies (Parts I & II)

**7. Data Collection Strategies (Part III & IV)**

8. Getting the Message Out

- Quantitative Primary Data (Questionnaire Design, Sampling and Implementation)
- Quantitative Secondary Data (Access to proprietary and open databases; Composite Indexes & Benchmarking)
- Ethical issues in dealing with quantitative data.

## 2. Program Structure

1. Introduction
2. Gaining Information on Your Topic of Interest
3. Conducting a Review of The Literature (Parts I & II)
4. Objectives, Research Question & Hypothesis
5. Choosing a Research Design
6. Data Collection Strategies (Parts I & II)
7. Data Collection Strategies (Part III & IV)
- 8. Getting the Message Out**

- Good-Practices in Academic Writing.
- How to write an Introduction.
- How to write the Methodology Section.
- How to write the Findings Section.
- How to write a Conclusion.



## 3. Bibliography \*

- Babbie, E. (2016) The Practice of Social Research. Boston: Cengage Learning.
- Bryman, A. (2012) Social Research Methods. New York: Oxford University Press.
- Cassel, C., Cunliffe, A., Grandy, G. (2018) Qualitative Business and Management Research Methods: History and Traditions. London: Sage.
- Creswell, J. W. (2013) Qualitative Inquiry & Research Design: Choosing among Five Approaches. London: Sage (3rd edition).
- Hennink, M., Hutter, I. and Bailey, A. (2020) Qualitative Research Methods. SAGE Publications Limited, Thousand Oaks.
- Kumar, R. (2012) Research Methodology: A Step-by-Step Guide for Beginners. London: Sage.
- Sarantakos, S. (2012) Social Research. London: Red Globe Press.

\* Additional (specific) bibliography will be provided per topic covered.

## 4. Evaluation:

- **Continuous Evaluation**
- **The 'Final Exam' route**

## 4. Evaluation: Continuous Evaluation

Students that opt for the Continuous Evaluation path will be evaluated by reference to three items:

- Submission of **6 Weekly Tasks**. Students will be allowed the option to submit Tasks concerning the collection of qualitative data (Tasks 5 and 6) or the collection of quantitative data (Tasks 7 and 8). This item is **worth 3 points out of 20**;
- Submission of a **Preliminary Research Proposal**, by the **11th of March**. This item is **worth 7 points out of 20**;
- Submission of a **Research Proposal**, by the **15th of May**. This item is **worth 10 points out of 20**.

## 4. Evaluation: The ‘Final Exam’ Route

- The **Final Exam**, which is conducted during the **Repeat Assessment Period** (‘Época de Recurso’), will cover contents taught during the course.
- Students that, having opted for the Continuous Evaluation path, did not manage a grade equal or over 10 will have to take the Exam during the Repeat Assessment Period (‘Época de Recurso’).

## 5. Support

The Course Unit Lecturers will be available to answer questions/discuss doubts on MTeams in the following

Schedule:

**Fridays, between 2pm and 3pm.**

Requests need to be sent until 6pm of the previous day. Requests sent after this deadline will not be attended.

## ACTIVITY: #2



# 2:00

**WHO:** Individual

**WHAT:** Do you have any doubts about how the Course Unit is organised?

**WHERE:** RMMP-MIRS S08 (TP) [2024-2025 2º Semestre] / General

**HOW LONG:** 2 minutes

## Types of Master's Project

**Dissertation**

**Project**

**Internship (Report)**

	<b>DISSERTATION</b>	<b>PROJECT</b>	<b>INTERNSHIP REPORT</b>
<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>• Deals with a relevant theoretical question.</li> <li>• Results can be generalised.</li> </ul>	<ul style="list-style-type: none"> <li>• Deals with an actual problem in the work (or organizational) environment.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe, and reflect upon, on the activities developed during the Internship.</li> </ul>
<b>SHOULD HAVE</b>	<ul style="list-style-type: none"> <li>• Theoretical framework.</li> <li>• Theoretical Exercise or Empirical Analysis component.</li> <li>• Conclusion, w/ suggestions for future research.</li> </ul>	<ul style="list-style-type: none"> <li>• Theoretical framework.</li> <li>• Methodology .</li> <li>• Empirical Analysis.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe the functions and tasks performed, by reference to a relevant theoretical framework.</li> <li>• Discuss how the academic training received during the Master was applied in the context of the intership.</li> </ul>
<b>SUPERVISION</b>	<ul style="list-style-type: none"> <li>• Lecturer or Expert.</li> </ul>	<ul style="list-style-type: none"> <li>• Lecturer or Expert.</li> </ul>	<ul style="list-style-type: none"> <li>• Responsible in the host organization.</li> <li>• Co-supervisor: Lecturer or Expert.</li> </ul>



## Master's Project: Format and Size

### Size (max.):

- **35 pages/ 10 000 words (excluding annexes, table of contents and references)**
- **50 pages/10 000 (including annexes)**

**Referencing: Harvard**

## Types of Master's Project

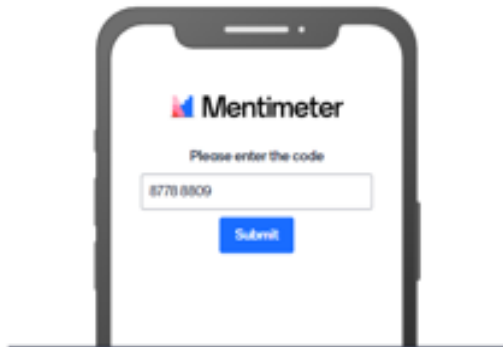
Get to know them better:

- ISEG Masters' regulation
- Guide for Master's Project developmet, p. 5-6
- Rules for the presentation of written work ISEG/UL

## ACTIVITY: #3

Acede a

[www.menti.com](http://www.menti.com)



Code: 2238 0452



# 2:00

**WHO:** Individual

**WHAT:** What kind of Master's Project would you like to pursue?

- Dissertation
- Project
- Internship Report
- 'Don't Know'

**WHERE:** [www.menti.com](http://www.menti.com)

**HOW LONG:** 2 Minutes

## Planning to Write a Dissertation?

**Planning to Write a Dissertation?**

**What options do you have?**

Let's explore Dissertations from previous years ...

## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**

## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**



MASTER  
ECONOMICS AND MANAGEMENT OF SCIENCE, TECHNOLOGY  
AND INNOVATION

MASTER'S FINAL WORK  
DISSERTATION

DETERMINANTS OF PUBLIC CHARGING INFRASTRUCTURE FOR PLUG-IN  
ELECTRIC VEHICLES IN THE EUROPEAN UNION - USING FUZZY-SET  
QUALITATIVE COMPARATIVE ANALYSIS (fsQCA)

TIAGO VIEIRA PESSOTTI RANGEL

SUPERVISION:  
PROFESSOR RICARDO FIGUEIREDO BELCHIOR, PhD

OCTOBER - 2022

## What options do you have?

- **Quantitative Study, using Survey or Secondary Quantitative Data**



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OCTOBER - 2022



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## What options do you have?

- **Qualitative Study, using data from interviews, focus groups, etc..**

## What options do you have?

- **Qualitative Study, using data from interviews, focus groups, etc..**



### **MESTRADO**

ECONOMIA E GESTÃO DE CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO

### **TRABALHO FINAL DE MESTRADO**

DISSERTAÇÃO

LISBOA SMART CITY: UM ESTUDO SOBRE DIMENSÕES E A  
PARTICIPAÇÃO DOS CIDADÃOS.

MARIA ELIZA DE NADAL

## What options do you have?

- Qualitative Study, using data from interviews, focus groups, etc..



**MESTRADO**  
ECONOMIA E GESTÃO DE CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO

**TRABALHO FINAL DE MESTRADO**  
DISSERTAÇÃO

LISBOA SMART CITY: UM ESTUDO SOBRE DIMENSÕES E A  
PARTICIPAÇÃO DOS CIDADÃOS.

MARIA ELIZA DE NADAL

NOVEMBRO - 2020

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## What options do you have?

- **Policy Analysis, using institucional data (legislation, etc.).**

## What options do you have?

- Policy Analysis, using institutional data (legislation, etc.).



**MASTER**  
ECONOMIA E GESTÃO DE CIÊNCIA TECNOLOGIA E  
INOVAÇÃO

**MASTER'S FINAL WORK**  
DISSERTATION

NON-PRACTICING ENTITY'S IMPACT ON CHINA'S PATENT MARKET AND  
INNOVATION ACTIVITIES

YU QINGFANG

OCTOBER- 2022

## What options do you have?

- Policy Analysis, using institutional data (legislation, etc.).



**MASTER**  
ECONOMIA E GESTÃO DE CIÊNCIA TECNOLOGIA E  
INOVAÇÃO

**MASTER'S FINAL WORK**  
DISSERTATION

NON-PRACTICING ENTITY'S IMPACT ON CHINA'S PATENT MARKET AND  
INNOVATION ACTIVITIES

YU QINGFANG

OCTOBER- 2022

## What options do you have?

- Policy Analysis, using institutional data (legislation, etc.).

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## What options do you have?

- **Systematic Review of Literature.**



## What options do you have?

- **Systematic Review of Literature.**



### MASTER

MASTER IN ECONOMICS AND MANAGEMENT OF SCIENCE,  
TECHNOLOGY AND INNOVATION

### MASTER'S FINAL WORK

DISSERTATION

A BIBLIOMETRIC ANALYSIS OF THE COVID-19 PANDEMIC IMPACT ON  
STI LITERATURE

BERNARDO MOTTA MONTEIRO

DECEMBER - 2022

## What options do you have?

- **Systematic Review of Literature.**



**MASTER**  
MASTER IN ECONOMICS AND MANAGEMENT OF SCIENCE,  
TECHNOLOGY AND INNOVATION

**MASTER'S FINAL WORK**  
DISSERTATION

A BIBLIOMETRIC ANALYSIS OF THE COVID-19 PANDEMIC IMPACT ON  
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DECEMBER - 2022

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## Master's Project: Dissertation

### Typical Structure

- **Introduction**
- **Literature review**
- **Methodology and Data**
- **Analysis and Findings**
- **Conclusion (limitations, key findings & contributions, directions for future research).**

**Planning to Conduct a Project?**

**What options do you have?**

Let's explore Projects from previous years ...



## What options do you have?

- Project

**MESTRADO EM**

**ECONOMIA E GESTÃO DE CIÊNCIA,  
TECNOLOGIA E INOVAÇÃO**

**TRABALHO FINAL DE MESTRADO**

**TRABALHO DE PROJETO**

Plano de negócio para comercializador retalhista de  
energia renovável no Brasil

Karine Rodrigues Bueno

2024

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**MESTRADO EM**  
ECONOMIA E GESTÃO DE CIÊNCIA,  
TECNOLOGIA E INOVAÇÃO

**TRABALHO FINAL DE MESTRADO**

**TRABALHO DE PROJETO**

Plano de negócio para comercializador retalhista de  
energia renovável no Brasil

Karine Rodrigues Bueno

2024

Karine Bueno - Plano de negócio para comercializador retalhista de energia renovável no Brasil

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# What options do you have?

- Project.

## Master's Project: Project

### Typical Structure

- **Introduction**
- **Literature review**
- **Methodology and Data**
- **Analysis and Findings**
- **Conclusion (limitations, key findings & contributions, directions for future research).**

## Planning to do an Internship?



**Planning to do an Internship?**

**What options do you have?**

Let's explore Internship Reports from previous years ...

## What options do you have?

- **Internship Report.**



**Mestrado em**  
ECONOMIA E GESTÃO DA CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO

**Trabalho Final de Mestrado**  
RELATÓRIO DE ESTÁGIO

APLICAÇÃO DA METODOLOGIA DE HORIZON SCANNING NO ÂMBITO  
DA INOVAÇÃO NUMA EMPRESA ENERGÉTICA

ANDRÉ FILIPE MARQUES RIBEIRO

**ORIENTADORES:**  
PROFESSOR DOUTOR PAULO MIGUEL NUNES SOEIRO DE CARVALHO  
ENGENHEIRA SUSANA LUDOVINO

OUTUBRO - 2022

## What options do you have?

- Internship Report.



**MESTRADO EM  
ECONOMIA E GESTÃO DA CIÊNCIA, TECNOLOGIA E  
INOVAÇÃO**

**TRABALHO FINAL DE MESTRADO  
RELATÓRIO DE ESTÁGIO**

APLICAÇÃO DA METODOLOGIA DE HORIZON SCANNING NO ÂMBITO  
DA INOVAÇÃO NUMA EMPRESA ENERGÉTICA

ANDRÉ FILIPE MARQUES RIBEIRO

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PROFESSOR DOUTOR PAULO MIGUEL NUNES SOEIRO DE CARVALHO  
ENGENHEIRA SUSANA LUDOVINO

OUTUBRO - 2022

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## Master's Project: Internship Report

### Typical Structure

- **Introduction**
- **Theoretical Framework**
- **Methods**
- **Description of Functions(s) and Tasks**
- **Discussion (Reflection on how academic training received during the Master was applied in the context of the Internship)**

## 6. Managing your Supervisor

**DID YOU KNOW?**

**One of the key aspects of successfully completing your Master's Project is a good relationship with your Supervisor?**



## HOW TO BUILD A GOOD RELATIONSHIP WITH YOUR SUPERVISOR?



- **Think carefully about your topic before the first approach.**
  - **Schedule regular meetings and prepare notes of the meetings.**
  - **Submit texts/documents on agreed dates.**
  - **Be autonomous & pro-active.**
  - **Be clear about the type of support you need.**
- **Not complying with what was agreed with the Supervisor.**
  - **Missing meetings scheduled in advance.**
  - **Submit low quality work.**
  - **Submit small pieces of text, with little context.**
  - **Not being honest about the reason for delays in submitting work.**