

**Applied research Project – Quantitative and Qualitative research
(S. MEATCHI)**

Practical works (PW)

Exercise 1. *The antecedents of perceived value in the Airbnb context* (Stollery and Jun, 2017).

Work to do: read the article and answer the questions.

1. What is the Field/Area/Context of this research (Hospitality? Tourism?, Restaurant? Bank?, sport?, etc.)?
2. What is the disciplinary field of this research (marketing?, general management?, Human Resource management?, information technology, accounting, etc.)?
3. What is the initial observation of this research (problematic, & research questions)?
4. What is the main objective of this research?
5. What is the main theory (or theories) and framework of this research (Willingness to pay theory? Work commitment theory? Value theory? Turnover theory)?
6. Identify and explain all the main concepts that are studied in the article.
7. Identify and explain all the main measurement scales that are studied in the article.
8. Identify and explain all the hypothesis that are studied in the article.
9. Identify and explain the data collection methods (interview, questionnaire, panel, web, etc.) and data analysis methods that are used in the article.
10. What are the main findings and the originality/value of this research?
11. Propose a few key words that will make it easy to find this article on the Internet or in a library.

Exercise 2. *Presentation of your own research project*

12. Use the same questions grid (questions above) to present your own research.
 1. What is the Field/Area/Context of you own research (Hospitality? Tourism? Sport?, etc.)?
 2. What is the disciplinary field of your research (marketing, HRM, strategy)?
 3. What is the initial observation of your research (problematic and research questions)?

Etc.