



Società Italiana di  
MANAGEMENT



Società Italiana  
Marketing

# **SIMA-SIM SCHOOL OF RESEARCH METHODS**

**Summer Edition: *Introduction to research methods***

18-20 July 2022



Let's start

# Values: Community, Cooperation and Condivision



# 3 keywords

digital sustainability  
artificial intelligence  
cooperative  
metaverse scraping  
interesting  
interactive  
social impacts of research  
focus on meaning  
digital revolution  
machines revolution  
theories  
machine  
evolution  
collaborazione  
evoluzionismo  
learning  
cooperations  
butterfly  
condivisione  
future  
augmentation  
freud  
new prospective  
mashing learning  
epistemologia  
progress  
methodologies evolution  
change  
insightful  
epistemology  
digital epistemology new  
change of paradigm  
network  
versatility  
paradigm

Let's deal with numbers...





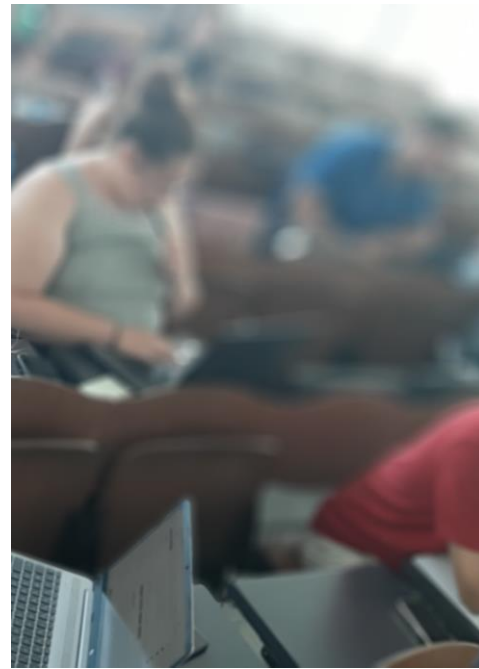
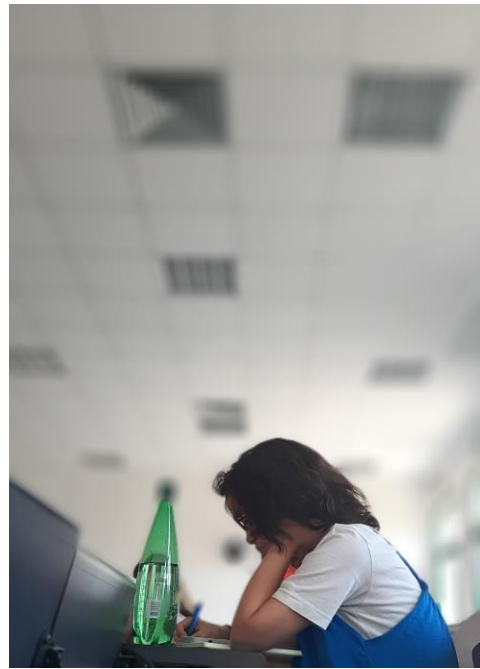
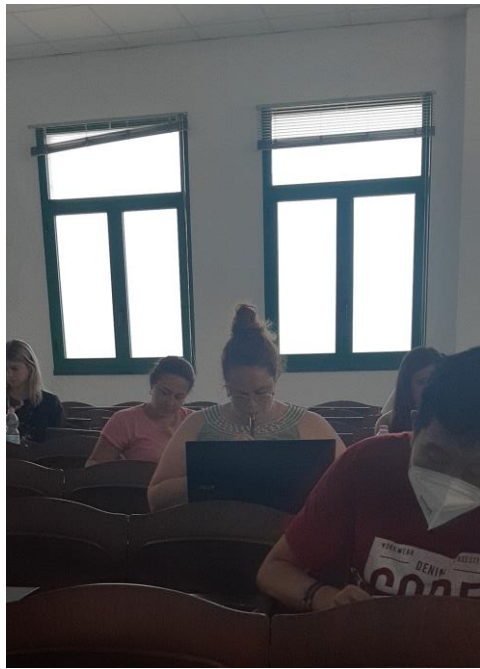
Make the invisible world, visible



Social life... and beyond



Engage in a conversation... with the reviewers and the Editor!



write your research question



Techniques of bivariate analysis

Independent variable	Qualitative	Quantitative	Dependent variable	Qualitative	Quantitative
	Content analysis	Logistic regression	Content analysis	Analysis of variance (ANOVA) and t-tests	Linear regression and correlation

AGENDA

- 10:00
- The choice of the journal
- Key characteristics of the review process. The review process of your journal
- Understanding sentences
- How to write and make your paper to enhance your response
- How to write a response letter

From focus groups TO Generative sessions

A series of 12 sessions with the aim of generating a series of 12 generative sessions. The aim is to generate a series of 12 generative sessions. The aim is to generate a series of 12 generative sessions.

Thanks to our faculty



... and thank you!