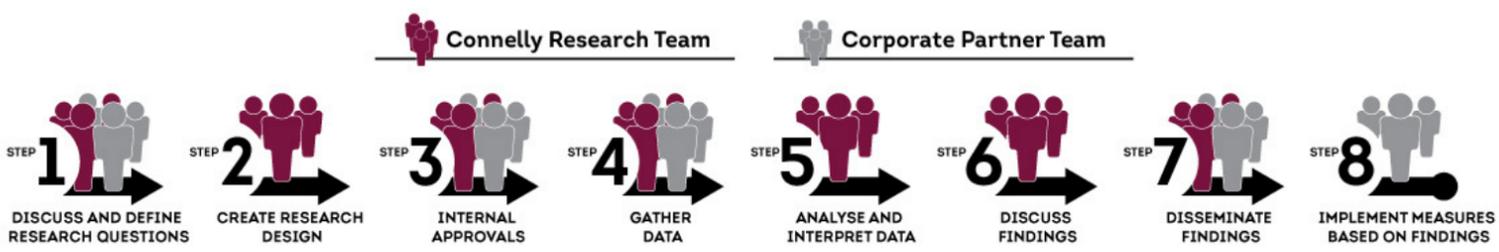


# Collaborations with Corporate Partners

Our relationships with private sector partners are symbiotic:

- ✓ We help you design, conduct, and interpret research to address the needs of your organization.
- ✓ We help you explore how organizational behaviour scholarship could benefit your organization.
- ✓ You help us work towards a better understanding of one of our research areas.

The work process is collaborative, meant to bring your expertise in your field into conversation with our expertise in organizational behaviour research.



## 1

To begin a collaboration, we discuss what you are trying to learn, assess, or answer. We start to turn questions and intuitions into hypotheses, to look for evidence-based answers. We explore what data you have that could help answer our questions and what data you might need to get.

## 2

We will then help you select the right research methods for the kinds of questions you have, the kind of organization you are, and the kinds of data you have access to. We draw on existing scholarship to make sure that we measure what we want to measure, and collect the right data to help us understand what we are trying to understand.

## 3

Before we can proceed with our research, we will need clearance from the McMaster University Research Ethics Board and from your company. The MREB was created to help protect the privacy and well-being of research participants. You may also need to seek approval from your organization at this stage.

## 4

Once our research is approved, we can start gathering data. This may involve identifying data that has already been collected for a different purpose, or collecting new data. We have the means to deploy a range of specialized research instruments quickly and efficiently.

## 5

We finally get to start answering some of our questions! We will use a range of measures, including descriptive statistics, advanced statistical methods (regression, structural equation modeling) and qualitative analysis to examine the data we have collected.

## 6

Once we have analyzed the data, we present our findings to you. We will help you navigate the results of the study and understand the strengths and limitations of the methods we used. Some research projects end here but others can involve back and forth between research findings and research design.

## 7

Once our work together is complete, we will package our findings for dissemination among networks of HR practitioners and academics, through presentations at academic conferences and publications in academic journals. We will keep the name of your company confidential unless you give us your explicit permission to reveal it.

## 8

You will now be ready to make informed decisions based on the strengths and problems we identified in your organization. We can help you develop interventions if needed and materials to share within your organization.