

Special Topics: α) Research Methodology β)Service Marketing in Public Administration

General

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	ECONOMIC SCIENCES		
LEVEL OF STUDY	Postgraduate		
COURSE UNIT CODE		SEMESTER OF STUDY	2nd
COURSE TITLE	Special Topics: α) Research Methodology β)Service Marketing in Public Administration		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	10
COURSE UNIT TYPE	Scientific Area		
PREREQUISITES:	No		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	No		
MODULE WEB PAGE (URL)			

1. LEARNING OUTCOMES

Learning outcomes
<p>The purpose of the Research Methodology course is to introduce the basic approach, methods, techniques, and processes of conducting research, as well as to present the fundamental concepts of information systems related to their infrastructure and role in public organizations. The course serves as the essential tool for any researcher and provides the knowledge required to solve a research problem.</p> <p>The purpose of the Service Marketing course is to introduce the distinctive characteristics of services and the dimensions of service image, as well as how these influence the marketing approaches used by organizations. The course is a key tool for understanding the challenges, opportunities, and strategies in the field of service marketing.</p> <p>Upon successful completion of the Research Methodology course, the student will be able to:</p> <ul style="list-style-type: none"> • Search for sources to collect data depending on the type of research methodology • Design, organize, and conduct a literature review • Examine and evaluate literature sources, classify, and synthesize their conclusions • Use and combine appropriate research tools based on the requirements and objectives of research in Public Administration • Apply the appropriate techniques for presenting academic work • Use software packages for statistical analysis and data processing • Apply suitable quantitative and qualitative methods to analyze sample data <p>Upon successful completion of the Service Marketing course, the students will be able to:</p> <ul style="list-style-type: none"> • Recognize and understand the distinctive characteristics of services in the public sector and how these affect citizens' and stakeholders' perceptions of quality • Design and implement marketing strategies that improve the performance, productivity, and

<p>quality of services provided by public organizations</p> <ul style="list-style-type: none"> • Evaluate the perceived quality of services and citizen satisfaction through quantitative and qualitative research methods • Collect, analyze, and synthesize data related to service delivery systems to draw valid and actionable conclusions for service improvement • Use theoretical models and practices in managing citizen experience to increase loyalty and trust in public services.
--

General Skills

<ul style="list-style-type: none"> • Search, analyze, and synthesize data and information, using the necessary technologies • Decision making • Independent work • Teamwork • Work in an interdisciplinary environment • Generation of new research idea • Project design and management • Exercise of critical and self-criticism • Promotion of free, creative, and inductive thinking

2. CONTENT

<ul style="list-style-type: none"> • Conceptual definitions in research – characteristics – basic stages of design – types of academic work • Presentation of key ethical and deontological issues in research – obtaining consent – intellectual property, ethics committees, and deontological committees in higher education institutions • Criteria for formulating a research question – purpose and objectives of the research • Objectives and stages of a literature review – techniques and sources for collecting literature and citing references (using Mendeley) • Plagiarism – guidelines for avoidance – legal protection • Research tools for data collection – process of designing a questionnaire – open/closed type questions – pilot testing of questionnaires (using Google Forms) • Research tools for data analysis – simple regression analysis – multiple regression analysis – statistical hypothesis testing (using SPSS) • Service Marketing <ul style="list-style-type: none"> • Introduction to Service Marketing • Perceived Service Quality • Service Marketing Strategies • Citizen Relationship Management • Service Provision Research • Citizen Experience • Innovation and Productivity • Current Trends

3. ΔΙΔΑΚΤΙΚΕΣ ΚΑΙ ΜΑΘΗΣΙΑΚΕΣ ΜΕΘΟΔΟΙ – ΑΞΙΟΛΟΓΗΣΗ

TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	Distance Learning
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Dynamic PowerPoint slides</p> <p>Support for the learning process through the e-class platform</p> <p>Use of statistical software package SPSS</p> <p>Use of Google Forms</p>

	Use of the Mendeley reference management method	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	<i>Individual coursework</i>	80
	Personal study	131
	Total	250
ASSESSMENT METHODS	Individual or group written assignments in research methodology (50%)	
	Group written assignment in service marketing (50%)	

4. RESOURCES

- Λιαρκόβας Παναγιώτης, Δερμάτης Ζαχαρίας, Κομνηνός Δημήτριος (2021). Μεθοδολογία της Έρευνας και Συγγραφή Επιστημονικών Εργασιών, ISBN: 978-960-418-830-7, ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ & ΥΙΟΙ Α.Ε.
- David E. Gray (2021). Ερευνητική Μεθοδολογία στον πραγματικό κόσμο, ISBN: 978-960-418-787-4, ΕΚΔΟΣΕΙΣ Α. ΤΖΙΟΛΑ & ΥΙΟΙ Α.Ε
- ΓΟΥΝΑΡΗΣ ΣΠΥΡΟΣ & ΚΑΡΑΝΤΙΝΟΥ ΚΑΛΥΨΩ (2015) ΜΑΡΚΕΤΙΝΓΚ ΥΠΗΡΕΣΙΩΝ, Γ' έκδοση ΕΚΔΟΣΕΙΣ ROSILI, ISBN: 978-960-7745-39-2
- Γούναρης Σπύρος, Αυλωνίτης Γεώργιος, Ροδούλα Τσίτσου (2017) Μάρκετινγκ Υπηρεσιών. Εκδότης Πασχαλίδης ISBN:978-9963-258-56-7
- Wirtz Jochen and Christofer Lovelock (2018) ΜΑΡΚΕΤΙΝΓΚ ΥΠΗΡΕΣΙΩΝ. – Ανθρωποι, Τεχνολογία, Στρατηγική. Εκδόσεις Δίσιγμα, ISBN:978-618-5242-29-9

Journals:

- Marshall IJ, Wallace BC. Toward systematic review automation: a practical guide to using machine learning tools in research synthesis. Syst Rev2019;8:163. . doi:10.1186/s13643-019-1074-9 pmid:31296265
- Government Information Quarterly (GIQ), Elsevier, <https://www.sciencedirect.com/journal/government-information-quarterly>
- Page MJ, Moher D, Bossuyt PM, et al. PRISMA 2020 explanation and elaboration: updated guidance and exemplars for reporting systematic reviews. BMJ2021;372:n160. doi:10.1136/bmj.n160.

Journal of Services Marketing

Journal of Interactive Marketing

Journal of Marketing

Journal of Business Research