

# Business Research Methods A Practical Approach

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*Practical Sampling* - Gary T. Henry 1990-08-01

Practical Sampling provides guidance for researchers dealing with the everyday problems of sampling. Using the practical design approach Henry integrates sampling into the overall research design and explains the interrelationships between research and sampling choices. The style is concise and narrative; mathematical presentations are limited to necessary formulas; and calculations are kept to the absolute minimum, making it very approachable for any researcher.

**Qualitative and Mixed Methods Data Analysis Using Dedoose** - Michelle Salmona 2019-08-16

Qualitative and Mixed Methods Data Analysis Using Dedoose®: A Practical Approach for Research Across the Social Sciences provides both new and experienced researchers with a guided introduction to dealing with the methodological complexity of mixed methods and qualitative inquiry using Dedoose® software. The authors use their depth of experience designing and updating Dedoose® as well as their published research to give the reader practical strategies for using Dedoose® from a wide range of research studies. Case study contributions by outside researchers provide readers with rich examples of how to use Dedoose® in practical, applied social science and health settings.

**Understanding Communication Research Methods** - Stephen M. Croucher 2014-10-17

Comprehensive, innovative, and focused on the undergraduate student, this textbook prepares students to read and conduct research. Using an engaging how-to approach that draws from scholarship, real-life, and popular culture, the book offers students practical reasons why they should care about research methods and a guide to actually conduct research themselves. Examining quantitative, qualitative, and critical research methods, the textbook helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications. The book defines all the main research traditions, illustrates key methods used in communication research, and provides level-appropriate applications of the methods through theoretical and practical examples and exercises, including sample student papers that demonstrate research methods in action.

*Essential Research Methods* - Godfrey Pell 2015-05-18

Essential Research Methods enables students to prioritise their research in order to maximise results. This user-friendly guide provides a practical approach to designing, conducting and interpreting business research. A research methods toolkit gives the reader easy access to powerful analytical techniques.

*Business Research Methods* - Sheila Cameron 2009-11-24

Organizations need research, and managers have to be able to commission, judge and use others' research as well as conduct research themselves to inform business decisions. *Business Research Methods* helps you understand the challenges of carrying out worthwhile research into significant issues and develop a wide range of research-related professional skills. Guiding you through the process of selecting, carrying out and reporting on a successful research project, it breaks down the research process, from exploring the literature and crafting a research proposal to practical research management and addressing the transferable skills of project management and communication. *Business Research Methods* places research firmly in the real world, exploring why research is done and how to ensure that projects are meaningful for organizations. Examples and case studies, including examples of students' projects, give learners with little or no work experience a meaningful context in which to relate their own projects. Online supporting resources for lecturers include an instructor's manual with additional activities and supporting handouts, lecture slides and figures and tables from the text. Resources for students include web links, templates, quizzes, activities, examples of practice and sample questionnaire results for students.

*A Practical Introduction to Real-World Research* - Loreen Wolfer  
2021-01-15

This practical text combines social research methods with coverage of statistical analysis to help students develop the applied research skills needed for future careers in public and private organizations, while also delivering a solid foundation for those going on to graduate school. Throughout the book, the author offers a real-world example and then breaks it down into a decision tree, which helps lead students to a possible statistical decision (rather than starting with the statistic). This text gives students a toolbox of the most common and in-demand skills and demonstrates how those skills can be used to make the best research decisions. The book takes students through the entire real-world research process, from the formation of a research topic to measurement

and sampling, to methods for gathering information and making sense of the data, and finally presenting to a non-academic audience in a way that "gets the job done." Resources for instructors and students are available on an accompanying website for the book at:

<https://edge.sagepub.com/wolfer>.

*Business Research* - Jill Collis 2021-04-06

This is a practical guide for students at all levels who undertake a project in business, management or related areas. It explains the different aspects and stages of conducting business research simply and clearly, and in a logical sequence.

**Qualitative Methodology** - Jane Mills 2014-01-20

Fresh, insightful and clear, this exciting textbook provides an engaging introduction to the application of qualitative methodology in the real world. Expert researchers then trace the history and philosophical underpinnings of different methodologies, explore the specific demands each places upon the researcher and robustly set out relevant issues surrounding quality and rigor. Featured methodologies include action research, discourse analysis, ethnography, grounded theory, case studies and narrative inquiry. This practical book provides a helpful guide to the research process - it introduces the relevant methods of generating, collecting and analysing data for each discrete methodology and then looks at best practice for presenting findings. This enables new researchers to compare qualitative methods and to confidently select the approach most appropriate for their own research projects. Key features include: Summary table for each chapter - allowing quick checks to test knowledge 'Window into' sections - real world examples showing each methodology in action Student activities Learning objectives Full glossary Annotated suggestions for further reading Links to downloadable SAGE articles Links to relevant websites and organizations This is an invaluable resource for students and researchers across the social sciences and a must-have guide for those embarking on a research project. Visit the accompanying companion website for a range of free additional resources.

*Marketing Research* - Bonita Kolb 2008-04-18

Essential to any student of the discipline, this textbook offers a comprehensive, applied approach to understanding and designing market research. Balancing the fundamental quantitative methodologies and theoretical structures with practical applications of qualitative techniques, this book is ideal for the novice researcher, and for those more familiar with the discipline. With an emphasis on both critical thinking and hands-on application, the textbook contains: several real life case studies; useful learning features such as key terms, definitions and discussion topics, and is supported by a companion website.

**Business Research Methods** - Emma Bell 2022

This extremely popular text is the complete introduction to doing business research and is the ideal guide for students embarking on a research project. The authors have extensively revised this sixth edition to make it the most engaging and relevant text available. New chapters on quantitative methods and visual research offer extensive coverage of these areas and even greater practical support in applying these techniques, while cutting-edgematerial on inclusivity and bias in research, feminist perspectives, and decolonial and indigenous research is also introduced. 'Student experience' features provide practical tips, presenting personal insights and advice from fellow students to help you avoid common mistakes and follow others' successful strategies when undertaking your own research project. For the sixth edition, the 'Research in Focus' features provide a greater global range of examples, including new case studies from China, Denmark, Germany, Spain, and India, all of which demonstrate how fascinating and essential research can be. Above all else, the book places strong emphasis on those challenges faced most frequently by students, such as choosing a research question, planning a project, and writing it up. Presenting essential topics in a concise way, Business Research Methods will provide you with key information without becoming overwhelming: it is now even clearer, more focused, and more relevant than ever before. The e-book offers a mobile experience and convenient access:

[www.oxfordtextbooks.co.uk/ebooks](http://www.oxfordtextbooks.co.uk/ebooks) This book is accompanied by the following online resources: For students Video tutorials covering SPSS,

Nvivo, R, and Stata. Self-test multiple choice questions with answer feedback Research project guide Video interviews with students and lecturers Links to additional resources (articles, data repositories, and third-party guides) Guide to using Excel in data analysis Flashcard glossary For lecturers PowerPoint presentations Additional case studies Discussion questions Lecturer's guide (includes suggested lecture outlines, problem-spotting, and practical teaching tips) Test bank containing multiple choice questions Figures from the text Applied Research Design - Terry Elizabeth Hedrick 1993-01-11 "The Terry E. Hedrick, Leonard Bickman, and Debra J. Rog text provides a framework for designing research that is adaptable to almost any applied setting and constantly reiterates the need for establishing and maintaining credibility with the client at each level of the research process. Although the applied research book is a practical guide, suitable to accompany any thorough applied design textbook, it does a comprehensive job of presenting the distinction between basic and applied research. It introduces many topics found in the general methodology textbooks. This overlap will help students to feel comfortable in using the general skills in a more specific and complex manner." --Contemporary Psychology "For researchers needing to know how to plan and design applied research projects, Applied Research Design will be a most welcome publication. . . . The writing is clear and concise, graphics are utilized helpfully, and this book will be much appreciated by beginning social scientists who are serious but uncertain about the methodologies possible for doing applied research." --Academic Library Book Review Aimed at helping researchers and students make the transition from the classroom and the laboratory to the "real" world, the authors reveal pitfalls to avoid and strategies to undertake in order to overcome obstacles in the design and planning of applied research. Applied Research Design focuses on refining research questions when actual events force deviations from the original analysis. To accomplish this, the authors discuss how to study and monitor program implementation, statistical power analysis, and how to assess the human and material resources needed to conduct an applied research design to

facilitate the management of data collection, analysis, and interpretation. Appropriate for professionals and researchers who have had some previous exposure to research methods, this book will enable the development of research strategies that are credible, useful, and--more important--feasible.

Psychological Testing - Theresa J.B. Kline 2005-02-15

Psychological Testing: A Practical Approach to Design and Evaluation offers a fresh and innovative approach for graduate students and faculty in the fields of testing, measurement, psychometrics, research design, and related areas of study. Author Theresa J.B. Kline guides readers through the process of designing and evaluating a test, while ensuring that the test meets the highest professional standards. The author uses simple, clear examples throughout and fully details the required statistical analyses. Topics include—but are not limited to—design of item stems and responses; sampling strategies; classical and modern test theory; IRT program examples; reliability of tests and raters; validation using content, criterion-related, and factor analytic approaches; test and item bias; and professional and ethical issues in testing.

A Practical Introduction to Mixed Methods for Business and Management - Patricia Bazeley 2018-11-05

Mixed Methods Research for Business and Management guides students and researchers through how to use this methodology successfully in a research-based dissertation or project. The book introduces the concepts and debates associated with combining methods, and illustrates the many benefits, and hazards, of undertaking a mixed methods study. Example studies from across business and management disciplines bring the text to life throughout. The reader is taken step-by-step through the mixed methods process from developing a mixed methods study, through designing and conducting it, and finally, reporting on the results. Suitable for business and management students and researchers undertaking their own mixed methods research.

*Business Research Methods* - Dr Sue Greener 2008

*Key Concepts in Business and Management Research Methods* - Peter

Stokes 2017-09-16

A detailed yet concise handbook clarifying all the major terms needed for a thorough understanding of key research methodology concepts in business and management. An invaluable guide for students at all levels seeking assistance with projects, research proposals, dissertations and theses; including case studies and suggestions for further reading.

Social Research - Bruce Curtis 2011-11-14

Original, fresh and relevant this is a theoretically-informed practical guide to researching social relations. The text provides a mixed methods approach that challenges historical divisions between quantitative and qualitative research. It adopts a multidisciplinary approach to social science research, drawing from areas such as sociology, social psychology and social anthropology. Explicitly addressing the concerns of emergent researchers it provides both a 'how to' account of social research and an understanding of the main factors that contextualize research by discussing 'why do' social scientists work this way. Throughout the twelve comprehensive chapters procedural (how to) accounts and contextual (why do) issues are usefully applied to major themes and substantive questions. These key themes include: (1) Research design (2) The practices of research and emergent researchers: Beyond ontology, epistemology and methodology (3) The impact of technology on research (4) Putting the research approach in context. A superb teaching text this book will be relished by lecturers seeking an authoritative introduction to social research and by students who want an accessible, enriching text to guide and inspire them.

Research Methods in Business Studies - Pervez N. Ghauri 2005

This clearly written introduction is ideal for business students taking a course in research methods, or undertaking their first dissertation or report on a work placement project. Written in a concise and accessible style, it demonstrates the importance of a scientific approach to business research and problem-solving projects. It shows students how to formulate a problem, choose a research method, argue and motivate, and how to collect, analyse and present the data.

Research Methodology - Vinayak Bairagi 2019-01-30

This book offers a design research methodology intended to improve the quality of design research- its academic credibility, industrial significance and societal contribution by enabling more thorough, efficient and effective procedures.

**Research Methods in Human Resource Management** - Valerie Anderson 2019-12-03

Research Methods in Human Resource Management is a key resource for anyone undertaking a research report or dissertation. It covers the planning and execution of HRM research projects, from investigating and researching HR issues to designing and implementing research and then evaluating and reviewing the results. Filled with international examples to provide a global perspective, this fully updated 4th edition of Research Methods in Human Resource Management balances theoretical frameworks and practical guidance. Fully updated throughout, this edition now includes increased discussion of methodological issues, more real-life examples and international case studies and best practice sample literature reviews and write-ups. 'Review and Reflect' sections at the end of each chapter help to consolidate learning and explain how it can aid professional development. This book is fully mapped to the CIPD Level 7 Advanced module on Investigating a Business Issue from an HR Perspective, and multiple-choice questions and a glossary of terms help students understand the key concepts and use the terminology confidently. Online supporting resources for lecturers include an instructor's manual and lecture slides and there are annotated web links, further reading and new reflective questions for students.

**RESEARCH METHODS FOR BUSINESS : A SKILL BUILDING APPROACH, 5TH ED** - Uma Sekran 2011-06-01

Market\_Desc: The book is intended for all business and marketing students taking Research Methods (usually 2nd year and 3rd year) as well as conversion masters and masters courses. About The Book: Reputed for its clear and practical approach, Sekaran offers a framework for conducting research in a scientific manner in all areas of business. Students learn to develop practical knowledge and skills to understand and carry out research projects. This new edition is updated to

strengthen areas of the text such as Data Analysis and to totally refresh the section on the role of technology and the use of statistical packages in research. Examples and scenarios will be updated and the book continues to emphasize managerial relevance and ethical implications throughout.

**Essentials of Business Research Methods** - Joe F. Hair Jr. 2019-10-23

This work provides research techniques for people who aren't data analysts but need to navigate their way through seemingly unlimited data. It offers a straightforward, hands-on approach to the process of gathering and using data to make clear business decisions.

A Practical Approach to Trauma - Priscilla Dass-Brailsford 2007-02-14

A Practical Approach to Trauma: Empowering Interventions provides trauma counselors with effective guidelines that enhance skills and improve expertise in conducting empowering therapeutic interventions. Taking a practitioner's perspective, author Priscilla Dass-Brailsford focuses on practical application and skill building in an effort to understand the impact of extreme stress and violence on the human psyche. provides trauma counselors with effective guidelines that enhance skills and improve expertise in conducting empowering therapeutic interventions. Taking a practitioner's perspective, author Priscilla Dass-Brailsford focuses on practical application and skill building in an effort to understand the impact of extreme stress and violence on the human psyche.

Introduction to Health Research Methods - Kathryn H. Jacobsen 2016-07-29

A step-by-step guide to conducting research in medicine, public health, and other health sciences, this clear, practical, and straightforward text demystifies the research process and empowers students (and other new investigators) to conduct their own original research projects.

**Business Research Methods for Chinese Students** - Huiping Xian 2018-03-19

Written by Chinese authors who having both successfully completed Masters degrees and PhDs and become lecturers at UK universities, are equipped to provide Chinese students with straightforward guidance to

help overcome the cultural and language difficulties they are confronted with, and to support them in their undertaking of the research methods section of their dissertations. The book comprehensively covers both the theory and practice and includes a number of features to support learning including: Chinese translations of key concepts and definitions Tips about how to use different methods in the Chinese context Clear definitions of key terms Short illustrative examples A list of useful resources about Chinese research The book also features examples of Chinese research from the authors' own work and from top journals to illustrate how the methods can be applied in the Chinese context. Suitable reading for undergraduate and postgraduate students across all business and management disciplines.

**Quantitative Methods for Management** - Miguel Ángel Canela  
2019-07-03

This book focuses on the use of quantitative methods for both business and management, helping readers understand the most relevant quantitative methods for managerial decision-making. Pursuing a highly practical approach, the book reduces the theoretical information to a minimum, so as to give full prominence to the analysis of real business problems. Each chapter includes a brief theoretical explanation, followed by a real-life managerial case that needs to be solved, which is accompanied by a corresponding Microsoft Excel® dataset. The practical cases and exercises are solved using Excel, and for each problem, the authors provide an Excel file with the complete solution and corresponding calculations, which can be downloaded easily from the book's website. Further, in an appendix, readers can find solutions to the same problems, but using the R statistical language. The book represents a valuable reference guide for postgraduate, MBA and executive education students, as it offers a hands-on, practical approach to learning quantitative methods in a managerial context. It will also be of interest to managers looking for a practical and straightforward way to learn about quantitative methods and improve their decision-making processes.

**Business Research** - Jill Collis 2013-12-27

A concise and straightforward guide for students undertaking a research project for the first time. The new edition details the entire research process, from reviewing the literature to writing up results. It features balanced and expanded coverage of collection and analysis of both qualitative and quantitative data, and new chapters on academic decision making and preparing research proposals. Students find this book very practical, as it provides the tools they need to successfully embark on research projects and applies theories to real life scenarios. It also features an excellent glossary and practical troubleshooting section which identifies potential problems and provides likely solutions. A companion website is available providing lecturer and student resources, including PowerPoint slides, datasets and interactive revision questions.

**Research Methods** - Peter Stokes 2017-09-16

The Business Briefings series offers authoritative introductory textbooks in core business topics. Covering the basics and providing springboards to further study, the books take a no-nonsense practical approach, and are ideal as accessible introductions or as revision guides. This book explains what is required for carrying out a successful research project. Clear and well-structured, it allows students to quickly grasp key concepts in research methodology, taking them through the various stages of developing a dissertation in a step-by-step guide. Key benefits: - Provides a concise and cogent guide to a challenging subject area - Provides a step-by-step guide to writing a dissertation Professor Peter Stokes is Deputy Dean at Chester Business School, University of Chester, UK. Dr Tony Wall is a Senior Lecturer (Associate Professor) at Chester Business School, University of Chester, UK. 'This book is a masterpiece of clarity. It brings to life research methodology as exciting exploration. Its approach is engaging, stimulating and stretching. The book demystifies research methods and makes them accessible. It is an essential text for all those developing their research approach.' - Peter Shaw, University of Chester and Newcastle University, UK 'This is an excellent account of the use of a variety of research methods in academic studies as well as in practical business settings. Stokes and Wall have made accessible, informative and interesting what is often seen as a

difficult part of producing a dissertation or building evidence to support a business case.' - Wes Harry, Cass Business School, City University London, UK 'Stokes and Wall adapt the best research methods expertise and craft it into an approachable, accessible text. Their blend of instruction, examples, and vignettes enables readers to develop a thorough understanding of the content.' - Mitchell J. Larson, Lancashire Business School, University of Central Lancashire, UK

*Case Study Research for Business* - Jillian Dawes Farquhar 2012-02-21  
The only case study research textbook written exclusively for students of Business and related disciplines. Using a step-by-step approach, Case Study Research for Business takes you right through the case study research process from research design and data collection using qualitative and quantitative methods, to research analysis, writing up and presenting your work. Key features: - Takes a multidisciplinary approach to case study research design by drawing on research philosophies to improve student understanding of these critical research traditions and hence provide firmer theoretical foundations for their research - Coverage of contemporary topics such as research ethics and access - Packed with practical examples from all areas of business - Pedagogical features include vignettes, exercises and 'cases' which directly relate to business research Case Study Research for Business will prove a valuable resource for undergraduate, postgraduate and research students of business and related disciplines.

*Dealing With Complexity in Development Evaluation* - Michael Bamberger 2015-10-16  
Recognizing that complexity calls for innovative, conceptual, and methodological solutions, *Dealing with Complexity in Development Evaluation* by Michael Bamberger, Jos Vaessen, and Estelle Raimondo offers practical guidance to policymakers, managers, and evaluation practitioners on how to design and implement complexity-responsive evaluations that can be undertaken in the real world of time, budget, data, and political constraints. Introductory chapters present comprehensive, non-technical overviews of the most common evaluation tools and methodologies, and additional content addresses more cutting-

edge material. The book also includes six case study chapters to illustrate examples of various evaluation contexts from around the world. *The SAGE Handbook of Applied Social Research Methods* - Leonard Bickman 2009

This Handbook addresses the methodology of social science research and the appropriate use of different methods.

*A Practical Introduction to In-depth Interviewing* - Alan Morris 2015-05-18

Are you new to qualitative research or a bit rusty and in need of some inspiration? Are you doing a research project involving in-depth interviews? Are you nervous about carrying out your interviews? This book will help you complete your qualitative research project by providing a nuts and bolts introduction to interviewing. With coverage of ethics, preparation strategies and advice for handling the unexpected in the field, this handy guide will help you get to grips with the basics of interviewing before embarking on your research. While recognising that your research question and the context of your research will drive your approach to interviewing, this book provides practical advice often skipped in traditional methods textbooks. Written with the needs of social science students and those new to qualitative research in mind, the book will help you plan, prepare for, carry out and analyse your interviews.

**Introduction to Research Methods** - Catherine Dawson 2009-05-29  
This practical, down-to-earth guide is for researchers, students, community groups, charities or employees - in fact anyone who needs to put together research projects quickly and effectively. It contains everything from developing your idea into a proposal, through to analysing data and reporting results. Whether you have to undertake a project as part of your coursework, or as part of your employment, or simply because you are fascinated by something you have observed and want to find out more, this book offers you advice on how to turn your ideas into a workable project. Specifically it will show you how to: - choose your research methods - choose your participants - prepare a research proposal - construct questionnaires - conduct interviews and

focus groups - analyse your data - report your findings - be an ethical researcher

**Research Methods for Managers** - John Gill 2002-10-03

This new edition helps management students with the methods they need when undertaking their project work, be it at first degree, diploma, MBA or doctorate level. The text incorporates feedback from a range of researchers, educators and students, with new examples of management research included.

**Business Research Methods** - Sheila Cameron 2009

Make your research more meaningful, effective and relevant to the business world with this handbook that demystifies the research process.

[Doing Academic Research](#) - Ted Gournelos 2019-05-14

Online student resource material can be accessed under the 'Support Materials' tab at <https://www.routledge.com/9780367207939> Doing Academic Research is a concise, accessible, and tightly organized overview of the research process in the humanities, social sciences, and business. Conducting effective scholarly research can seem like a frustrating, confusing, and unpleasant experience. Early researchers often have inconsistent knowledge and experience, and can become overwhelmed - reducing their ability to produce high quality work. Rather than a book about research, this is a practical guide to doing research. It guides budding researchers along the process of developing an effective workflow, where to go for help, and how to actually complete the project. The book addresses diversity in abilities, interest, discipline, and ways of knowing by focusing not just on the process of conducting any one method in detail, but also on the ways in which someone might choose a research method and conduct it successfully. Finally, it emphasizes accessibility and approachability through real-world examples, key insights, tips, and tricks from active researchers. This book is a highly useful addition to both content area courses and research methods courses, as well as a practical guide for graduate students and independent scholars interested in publishing their research.

**Qualitative Methods in Business Research** - Päivi Eriksson

2008-03-17

'Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research' - The Qualitative Report Covering all the major qualitative approaches in business studies (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical how-to guide shows how qualitative methods are used within management, marketing, organizational studies and accounting. Within each approach, the authors consider crucial issues such as framing the research, generating research questions, getting access, collecting empirical materials, reporting the results and evaluating the research. Original case studies drawn from around the world are included throughout to demonstrate the practical applications of the methods discussed.

*Research Methods for Managers* - John Gill 2010-01-21

The highly-anticipated Fourth Edition of this bestselling text still succeeds in providing a step-by-step guide to implementing particular methodologies, while simultaneously encouraging a strong awareness of philosophical assumptions. NEW to the Fourth Edition: - Expanded coverage to accommodate recent developments in management research methodology. New topics include: doing a literature review, case study research, action research, mixed methods, and writing-up. - Packed with practical research examples and exercises that encourage students to reflect upon the issues raised and relate them to their own experience. - Additional learning features including critical reflection boxes, case studies and chapter summaries. - A companion website with a full Instructors' Manual and PowerPoint slides. Students have free access to downloadable journal articles and author podcasts. Using a practical approach, but with explicit attention to the role of theory in management research, the new edition of *Research Methods for Managers* is a stimulating guide for students in management, organization and organization research.

*Research Methods For Business* - Uma Sekaran 2016-06-27

Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations. Maintaining Uma Sekaran's popular and accessible style of writing, Roger Bougie draws upon his extensive experience in the field to present an up-to-date guide on business research which is ideal for aspiring managers. The seventh edition has been fully revised and updated to include cutting-edge examples and enriched pedagogical features designed to improve student learning outcomes. There is now an increased emphasis on the relationship between the scientific and the pragmatic approaches to research, while the key concepts are explored and applied to real-life research throughout the book.

**Educational Research** - George R. Bieger 1996

This book provides relevant, practical and clear exercises in applying the various concepts and techniques that are usually taught in research courses at the graduate and advanced undergraduate levels.

Research Methods in Business Studies - Pervez N. Ghauri 1995

This guide demonstrates to students the importance of a scientific approach to business research and problem-solving projects. It shows how to formulate a problem and choose a research method, and how to argue and motivate. The book discusses the practicalities of research such as problem formulation, relating the research to previous studies, choosing the right methodology, presentation of results, report writing and drawing conclusions. This work is intended for MBA/MSc and undergraduate students doing business studies, business administration, economics, finance and marketing courses. Consultants and organizations undertaking research in business studies should also find this a useful text.