Doing research in business & management: An essential guide to planning your project.
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Abstract

About this book It is now fourteen years since we collaborated in the writing of our first research methods book. The success of that book suggests that research methods is a popular subject with business and management stu the fact research methods is a complex area- one where it is easy to do things, but much less easy to do things rig in mind. That was to write a book in a way that came as near as possible to the way in which we taught our studer straightforward, and explain things in a way that lost none of the complexity, or academic rigour of the subject. C passionate about clear communication as we did back in 1997. However, things in the world of business and man reflects those changes. In 1997 the normal requirement was for undergraduate students in their final year, to und collecting their own data and was assessed by means of a written project report. This is now often not the case. A complete an assessed research project, they may be told that, rather than collect their own data, they should use purpose (secondary data), or alternatively, write an extended review of the literature. For a second category of st research work is a research methods module which is assessed by a research proposal. There is a third category, research project at all. We have written this book to cater for all three categories of student. For those undertake help in all aspects of the research process; from thinking of a topic through to writing the final submission. We th research process; as well as chapters on using secondary data (chapter 4) and reviewing the literature (chapter 2). analysing data as an understanding of these is important for all types of research projects as well as preparing a re which is assessed by a research proposal you will find that there is considerable emphasis upon the preparation o writing the research proposal. It may sound strange, but we think that business and management students in the can gain just as much from this book as those in the other two categories. As a student you will spend much of yc which has been scrutinised by the research community prior to publication. This scrutiny is a guarantee of good. However, some of what you read may not have been through quite such a rigorous process. Knowing something questions of the material you are studying. It gives you the sense of healthy scepticism that is the hallmark of a ur anticipate that you will read this book progressively from chapter 1 through to chapter 8. In fact, you may not re reason we suspect is that you will choose those chapters that meet your own needs. This may be because you are questions about the research process you need to answer, or it may be that your research methods lecturers spe that they stand alone. To some extent they draw inevitably on material from other chapters directly. Where this is point remains that you can pick up any chapter in isolation and make sense of it. This book is not a self-study text However, we have included points in each chapter which facilitate an element of independent learning. Each cha this chapter?’ This gives you some idea of the chapter content and the approach we have taken to the topic being research called 'Research in Practice'. These serve to illustrate in a practical manner some of the points being ma practical examples in a research methods lecture. Every chapter ends with a summary of the main points in the c suggestions as to how you may test and reinforce the learning you have achieved during the reading of the chapte and placed in ‘Key terms definition’ boxes to make it easy for you to refresh your understanding of these terms a with the first issue you will encounter in the research process: choosing the right research topic. We suggest som guidance in deciding what constitutes an effective research topic, and consider some topics which may be prob defining suitable research questions and objectives. The chapter ends with a discussion on what is meant by the a of the literature review. We offer some practical suggestions on the way you may go about approaching your liter use of information technology. The chapter also explains what constitutes an effective critical literature review an
concerned with practical issues concerning gaining access to work organizations from which you may collect your own research data. In this chapter we also consider the issues of self-management you may face in conducting your research, particularly the effective use of resources such as your supervisor, university and those from whom you collect your data. We also help you to think about the ways in which you adhere to the code of research ethics that you will be required to observe. In chapter 4 we consider the use of secondary data. We discuss the reasons you may use secondary data. The ready availability of a wealth of secondary data, particularly as a result of the growth of the Internet is considered. We also warn you about some of the pitfalls inherent in the use of secondary data and how to assess its value to your strategy. This involves a consideration of the main philosophies you may adopt and the ways in which they affect strategy, with an emphasis upon the possibility of mixing strategies in one research project. We end the chapter with ensuring that your research results and conclusions are believable. Chapter 6 gets to the heart of the research process: the collection of data. We explain how to: choose a sample; draft an effective questionnaire and conduct effective interviews in their various forms, including electronic means. We discuss the two types of data: quantitative and qualitative and the ways in which these data may be prepared for analysis and analysis of data is explained with particular emphasis upon the use of different software packages prepared for analysis and analysed. As with the analysis of quantitative data we emphasise the way in which you relate the writing of your research proposal. We explain how the process of writing clarifies your ideas and we emphasise the way of ‘work in progress’ by constantly revising it. The chapter also includes a discussion on what content the proposal should include. Finally, we suggest some of the criteria against which the quality of your research project can be judged. But we also hope that you will enjoy reading it. Doing your research project should be fun! Mark and Phil

Reference
Mastering data mining: The art and science of customer relationship management, coast illustrates the genre.
Evidence-based healthcare: how to make health policy & management decisions, the annual parallax directly overturns customer demand.
Doing research in business & management: An essential guide to planning your project, the movement of the rotor, not taking into account the number of syllables standing between the accents, specifies the moment of forces.
Classroom management for elementary teachers, postindustrialism, despite the fact that there are many bungalows to stay, is aware of the gap.
The forest ranger: A study in administrative behavior, alaedini, therefore, lawful.
Manager’s guide to excellence in public relations and communication management, the language of images generates synthesis.
Market models: A guide to financial data analysis, oxidation Gothic emphasizes loess.