Business research methods

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Abstract:

This textbook aims to provide a balanced introduction to research methods for today’s undergraduate business students. It does this by synthesising rigorous coverage of methodologies with an accessible ‘real-world’ approach. The text follows course learning objectives for undergraduates in business and provides examples drawn from the full range of business subjects from marketing and strategy to human resource management. The text has unique features: for example, it introduces the four frameworks approach to the research project. The four frameworks approach provides beginner researchers, as well as more advanced researchers, with a simple model that will guide them in the development of their research projects. It facilitates researchers in the task of developing properly focused, fully integrated research projects. The textbook is very sympathetic to the challenges facing a student engaging with the subject for the first time and provides an integrated and balanced approach to quantitative and qualitative research. The writing is simple and direct and the examples and case studies presented were selected particularly with an undergraduate readership in mind. In summary, the text provides a unique and simple yet comprehensive introduction to research methods for business students. Business Research Methods is a valuable resource for all undergraduate business students, particularly for second- and third-year students on business research methods courses. It provides an excellent introduction to the work of undertaking research in an academic environment. This text is essential reading for all business students required to undertake research projects. Postgraduate students, and indeed students from other non-business disciplines, will also find the text very helpful.

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© 2011 De Montfort University Business research serves a number of purposes. Entrepreneurs use research to determine whether they can succeed in a new geographic region, assess competitors or select a marketing approach for a product. Businesses can choose between a variety of research methods to achieve these ends. Research Using Case Studies. Business research methods include many ways of gathering information about an industry, its competition or the opportunities available that are relevant to conducting research. Some methods include scouring the internet, collecting data at the library, interviewing customers, running surveys and focus groups. Each type of research has pros and cons, so it’s important to be aware of all the variations and their applications. Why You Need Business Research Methods. RESEARCH BACKGROUND: In the modern business environment, throughout the world has made it very complex for those businesses which are short of expertise the rapidly changes in global technology, business competition economic and social behaviour made very challenging for those supermarkets which has no business strategy. In our research proposal we are using both methods to collect the correct data. QUALITATIVE METHODS: Qualitative research is also based on assumption.