



METADATA

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Other Titles: Designing and Implementing research in marketing, human resources management and management

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Abstract

This book will be useful to postgraduate students in business schools who are interested in research methodology that is currently used in academia and managerial contexts. Research Methodology in Business Administration serves as an introduction to the philosophy and principals of scientific research. It also provides students with essential guidance on how to design and carry out their own research projects. It presents step by step, in a clear and comprehensive way, the complete research process, from the formulation of research questions and hypotheses to writing and presenting findings. It also covers to some extend philosophical and ethical issues that researchers need to consider. As the primary target audience of the book is business school students, examples are derived from a range of subject areas, such as marketing, business strategy and human resources management. Although the book adopts an academic perspective,

a secondary audience that may benefit from it are business executives employed in the respective departments. They use research findings to make informed decisions and/or they deal with questions that require empirical data to be answered. Understanding the principles of academic research enables them to better design and implement efficiently commercial business research. Areas of business management research such as accounting, financial management, economics and operational research are not included. These are self-contained fields with different approaches, methods and techniques. Most students and business practitioners will choose this book because they need to complete a research project of their own. This is the main goal of the book; to help them with their research. Apart from that, the book also aims to the cultivation of readers' critical thinking, which is a valuable tool, and a valuable soft skill.

