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Nota di contenuto	Cover -- Doing Research in Business and Management -- Brief contents -- Contents -- About this book -- About the authors -- Acknowledgements -- Choosing your research topic -- Why you should read this chapter -- Why choosing the right research topic is so important -- Why choosing a research topic is difficult -- Ten ways to generate ideas for a research topic -- How to refine research topic ideas -- What makes a good research topic? -- How to turn a research idea into a research project -- Summary -- Thinking about your research topic -- References -- Reviewing the literature -- Why you should read this chapter -- What a literature review is -- Why it is important to review the literature -- The types of literature available to you -- Searching for and obtaining literature -- Evaluating the usefulness of literature to your research -- Reading, noting and correctly referencing useful literature -- Writing your literature review -- Summary -- Thinking about your critical literature review -- References -- Managing the research process -- Why you should read this chapter -- Getting access to your research organisation and your respondents -- What about access to information? -- Six strategies for making sure that you get the organisational access you want -- Managing yourself -- Managing your supervisor -- Managing your university -- The ethics of doing research -- Summary -- Thinking about your research process -- References -- Using secondary data --

Why you should read this chapter -- What forms does secondary data take? -- Why you should use secondary data - the potential? -- What are the pitfalls of using secondary data? -- Assessing the suitability of secondary data -- Where and how to find secondary data -- Summary -- Thinking about using secondary data -- References -- Choosing your research design -- Why you should read this chapter. The importance of research philosophy -- Differing approaches to research: deduction and induction -- Differing types of studies: exploratory, descriptive and explanatory studies -- Differing strategies -- Making sure your research conclusions are believable -- Summary -- Thinking about your research design -- References -- Collecting data -- Why you should read this chapter -- Selecting samples -- Collecting data using questionnaires -- Collecting data using semi-structured or unstructured interviews -- Summary -- Thinking about collecting data -- References -- Analysing data -- Why you should read this chapter -- What are different types of data? -- Analysing data quantitatively -- Analysing data qualitatively -- Summary -- Thinking about analysing data -- References -- Writing and presenting the research proposal -- Why you should read this chapter -- Why is the research proposal so important? -- When should I write my research proposal? -- What should I include in my research proposal? -- In what style should my research proposal be written? -- How will my research proposal be judged? -- Summary -- Thinking about your research proposal -- References -- Bibliography -- Index.

Sommario/riassunto

Doing Research in Business and Management brings the theory and techniques of research methods to life and covers all of the areas of research, from a review of secondary data or literature, or writing a research proposal, to completing an entire research project. The book is written for students on undergraduate and postgraduate degree programmes in business, management or related disciplines.
