1. Record Nr. UNINA9910298559703321

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Titolo Business research methods : an applied orientation / / S. Sreejesh, Sanjay Mohapatra, M. R. Anusree

Pubbl/distr/stampa Heidelberg ; ; New York, : Springer, c2014

ISBN 3-319-00539-1

Descrizione fisica 1 online resource (291 p.)

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AnusreeM. R

Disciplina 330
330.015195
650
658

Soggetti Business - Research
Research

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Note generali Description based upon print version of record.

Nota di bibliografia Includes bibliographical references and index.

Nota di contenuto Introduction to Business Research -- Business Research Process -- Business Research Design: An Overview -- Exploratory Research Design -- Descriptive Research Design -- Causal Research Design: Experimentation -- Measurement and Scaling -- Questionnaire Design -- Data Preparation and Preliminary Analysis -- Analysis of Variance (ANOVA) -- Regression Analysis -- Factor Analysis -- Cluster Analysis -- Logistic Regression -- Business Research Reports.

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textbook and all the additional materials to help the students to understand the functional principles of business research and how to apply them in real-life situations.