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Descrizione fisica	1 online resource (xvi, 282 pages) : illustrations
Collana	The Global Management Series
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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Sommario/riassunto	Research Methods for Accounting and Finance is an essential text for accounting and finance students undertaking research for the first time. It demystifies the research process by providing the novice researcher with a must-have guide through all of the stages of the research process, from identifying a research topic to the finished project. Jargon-free and written in a user-friendly style, it utilises a variety of methods to carefully link the subject matter and topics. Packed with appropriate examples and reflective exercises to support skills and knowledge development, each chapter includes a useful reference list and suggested further readings. It offers a comprehensive overview of key research methods and the choices available when undertaking research in accounting and finances. It includes: <sup>*</sup> an exploration of the nature and scope of research within the disciplines of accounting and finance; <sup>*</sup> how to identify a suitable research project and the importance of understanding and contextualising your research ideas via a thorough literature review; <sup>*</sup> which type of research most suitable to undertake and the researcher's choice of data collection method; <sup>*</sup> an analysis of qualitative and

quantitative research methods - and which is more appropriate for your study.\* Ethical issues and research codes of practice and advice on the writing process. To help support their learning, readers have access to a range of online resources including chapter-by-chapter multiple choice questions which will enable them to assess how well they have grasped individual chapters. The text also features a range of supplementary readings, in text exercises and cases/examples to help bring concepts to life. Visit [www.goodfellowpublishers/rmforacc](http://www.goodfellowpublishers/rmforacc) for details. The Global Management Series is a complete portfolio of global business and management texts that successfully meets the needs of students on international undergraduate and postgraduate business and management degree courses. Each book is clear, concise and practical and has a thorough pedagogic structure to suit a 12 week semester. The series offers a flexible 'pick and mix' choice of downloadable e-chapters, so that users can select and build learning materials tailored to their specific needs. See [www.goodfellowpublishers.com/GMS](http://www.goodfellowpublishers.com/GMS) for details. Each book in the series is edited and contributed to by a team of experienced academics based in the UK, Dubai and Malaysia it provides an essential learning aid for students across a wide range of business and management courses and an invaluable teaching tool for lecturers and academics. Series Editors: Robert MacIntosh, Professor of Strategy and Kevin O'Gorman, Professor of Management, both at Heriot-Watt University, UK. About the Editors: Audrey Paterson is an Associate Professor in Accounting and manager of the PhD programme within the Department of Accounting, Economics & Finance at Heriot-Watt University, UK. David Leung is an Associate Professor in Accounting at Coventry University, UK. William (Bill) Jackson is Head of the Department of Accounting, Economics and Finance at Heriot-Watt University, UK. Robert MacIntosh is Professor of Strategy and Head of School at Heriot-Watt University, UK. Kevin O'Gorman is Professor of Management and Business History in Heriot-Watt University, UK. --

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