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Nota di contenuto

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Sommario/riassunto

This book, authored by Patrick X.W. Zou and Xiaoxiao Xu, serves as a comprehensive guide to research methodologies and strategies. It covers a range of traditional and modern research methods, including qualitative, quantitative, and mixed methods approaches. The text introduces emerging research methods such as experimental and data-driven research while discussing the fifth research paradigm, hybrid sciences methods research. Additionally, it provides practical guidance on journal article and thesis writing, as well as strategies to enhance the impact and citation of research outcomes. Aimed at students, researchers, and practitioners, the book bridges the gap between research and practice, offering insights into knowledge co-production and practical performance improvement.
