

SECOND EDITION

# RESEARCH METHODS IN BUSINESS STUDIES

## A Practical Guide

Pervez Ghauri  
Kjell Grønhaug

FINANCIAL TIMES

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# Research Methods In Business Studies A Practical Guide

**Jonathan Wilson**



## **Research Methods In Business Studies A Practical Guide:**

**Research Methods in Business Studies** Pervez N. Ghauri, Kjell Grønhaug, 2005 Research Methods in Business Studies A Practical Guide Third edition Pervez Ghauri and Kjell Gronhaug This clearly written introduction is ideal for business students taking a course in research methods or undertaking their first dissertation or report on a work placement project Written in a concise and accessible style it demonstrates the importance of a scientific approach to business research and problem solving projects It shows students how to formulate a problem choose a research method argue and motivate and how to collect analyse and present the data Key Features Provides guidelines to formulate a research problem preparing students to fully understand the questions and objectives before undertaking research Explains the importance of methods and models to equip students with a systematic approach in thinking executing and writing Evaluates different qualitative and quantitative methods and their consequences on data collection and analysis so that students can choose the most appropriate research method for a given situation Offers clear guidelines about structuring clear concise and relevant reports Contains detailed discussion of research theories and their practical application in business This edition has extended coverage of international and cross cultural research more examples from real dissertations and research projects from diverse areas of business such as HRM and accounting and a new chapter on qualitative research and the software used to analyse data A concise clear and comprehensive introduction to research methods which equips students with a systematic approach to business research Dr Pervez Ghauri is Professor of International Business at Manchester Business School The University of Manchester UK Dr Kjell Grønhaug is Professor of Business Studies at the Norwegian School of Economics and Business Administration Bergen Norway

*Research Methods in Business Studies* Pervez Ghauri, Kjell Grønhaug, Roger Strange, 2020-03-12 This accessible guide provides clear practical explanations of key research methods in business studies presenting a step by step approach to data collection analysis and problem solving Readers will learn how to formulate a research question choose an appropriate research method argue and motivate collect and analyse data and present findings in a logical and convincing manner The authors evaluate various qualitative and quantitative methods and their consequences guiding readers to the most appropriate research design for particular questions Furthermore the authors provide instructions on how to write reports and dissertations in a clearly structured and concise style Now in its fifth edition this popular textbook includes new and dedicated chapters on data collection for qualitative research qualitative data analysis data collection for quantitative research multiple regression and additional methods of quantitative analysis Cases and examples have been updated throughout increasing the applicability of these research methods across various situations

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answers provides students with an invaluable point of reference for some of the challenges they are likely to face while undertaking their research project Comprehensive section on ethical issues students need to consider when undertaking their research project A full student glossary The book is packed throughout with student friendly features such as helpful diagrams student case studies chapter objectives annotated further reading sections and summary and references at the end of each chapter Essentials of Business Research is accompanied by a companion website containing an array of material for lecturers and students including multiple choice questions to enable students to test their knowledge and progress chapter by chapter links to academic journal articles demonstrating each method s application chapter by chapter links to youtube resources to provide further context chapter by chapter powerpoint slides to help lecturers and students *Handbook of Research on Comparative Human Resource Management* Chris Brewster,Wolfgang Mayrhofer,Elaine Farndale,2018-04-27 This second updated and extended edition of the Handbook of Research on Comparative Human Resource Management draws on the work of many of the world s leading researchers in the field to present the state of the art to scholars students and practitioners The Handbook provides a detailed focus on the theoretical underpinnings of Comparative HRM on comparative studies of specific areas of HRM practice and on the unique features of HRM in all the main regions of the world

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