

<<企业决策研究:第四版:英文>>

图书基本信息

书名：<<企业决策研究:第四版:英文>>

13位ISBN编号：9787810443982

10位ISBN编号：7810443984

出版时间：1998-03

出版时间：东北财经大学出版社

作者：戴维斯(美)

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<企业决策研究:第四版:英文>>

内容概要

内容提要

本书是管理专业高年级本科生、研究生、工商管理硕士（MBA）层次“商务调研”课程的标准题材。

它为管理者在复杂的商务环境和激烈的商务竞争中成功地进行商务调研，以便形成科学决策，提供了一个清晰的理论框架和全面的实务指南。

<<企业决策研究:第四版:英文>>

作者简介

作者简介

杜安尼.戴维斯, 佛罗里达中部大学教授。

书籍目录

CONTENTS

PART1

SCIENTIFIC INQUIRY'S ROLE IN

DECISION MAKING

CHAPTER 1

THE ROLE OF BUSINESS RESEARCH

THE DECISION-MAKING PROCESS

OVERVIEW

THE NATURE OF DECISION MAKING

Levels of Decision Making

Levels of Decision Making

Decision-Making Processes

THE ROLE OF RESEARCH IN DECISION MAKING

Business Research Defined

Business Research and Ethics

Role in Decision Making

Research and the International Business

Setting

THE MANAGER-RESEARCHER RELATIONSHIP

PLAN OF THE BOOK

The Business Research Process

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

CHAPTER 2

SCIENTIFIC INQUIRY

OVERVIEW

DEFINITIONS

Observations, Facts

Concepts, Constructs, Definitions, Variables

Problems, Hypotheses, Laws

Theories, Models

METHODS OF THEORY CONSTRUCTION

Model-Based Theory

Deductive Theory

Functional Theory

Inductive Theory

RELEVANCE OF SCIENCE IN BUSINESS

RESEARCH

Science versus Non-science

Scientific Method

STATE OF THE ART IN BUSINESS RESEARCH

Levels of Scientific Endeavor

Computers and Business Research

<<企业决策研究:第四版:英文>>

Where Do We Go from Here?

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

PART 2

BEGINNING THE RESEARCH

PROCESS

CHAPTER 3

SECONDARY DATA COLLECTION IN

BUSINESS INQUIRY

OVERVIEW

SECONDARY DATA IN BUSINESS RESEARCH

Uses of Secondary Data

Search Strategy

SELECTION OF DATA RETRIEVAL METHODS

Manual Searches

Online Searches

vii

CONTENTS

MANAGERIAL CONSIDERATIONS

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

CHAPTER 4

PROBLEM AND PROPOSAL

DEVELOPMENT AND

MANAGEMENT

OVERVIEW

PROBLEM IDENTIFICATION AND

FORMULATION

Problem Identification

Problem Formulation

The Question of Value

PROPOSAL DEVELOPMENT

A Typology of Business-Related Research

Proposals

Structure of a Proposal

A Sample Research Proposal

MANAGERIAL CONSIDERATIONS

Proposal Evaluation Mechanisms

Other Control Mechanisms

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

<<企业决策研究:第四版:英文>>

APPENDIX: METHODS OF ASSESSING THE VALUE
OF RESEARCH INFORMATION

Bayesian Decision Analysis

Simple Savings Method

Return on Investment

Notes

PART 3

RESEARCH DESIGN

CHAPTER 5

FUNDAMENTALS OF RESEARCH

DESIGN

OVERVIEW

THE NATURE OF RESEARCH DESIGN

ERROR REDUCTION THROUGH DESIGN

Potential Sources of Error in the Research

Process

Managerial Strategies for Dealing with Error

MAJOR TYPES OF DESIGNS

Ex Post Facto Designs

Experimental Designs

SPECIFIC DESIGN CONFIGURATIONS

Validity Concerns

Specific Designs

MANAGERIAL CONSIDERATIONS

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

APPENDIX: ADVANCED EXPERIMENTAL

DESIGNS

Completely Randomized Design

Randomized Block Design

The Latin Square Design

Factorial Design

Analysis of Covariance

Notes

CHAPTER 6

FOUNDATIONS OF MEASUREMENT

OVERVIEW

THE NATURE OF MEASUREMENT

Components of Measurement

The Measurement Process

LEVELS OF MEASUREMENT

Nominal

Ordinal

Interval

Ratio

<<企业决策研究:第四版:英文>>

EVALUATION OF MEASUREMENT SCALES

Validity

Reliability

MANAGERIAL CONSIDERATIONS

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

APPENDIX: COMPUTATIONAL EXAMPLE OF

COEFFICIENT ALPHA FOR ENERGY

CONSCIOUSNESS MULTI-ITEM SCALE

APPENDIX: A COMPUTATIONAL EXAMPLE

ILLUSTRATING THE PROPERTIES OF THE CENTRAL

LIMIT THEOREM

Notes

CHAPTER 7

SCALE AND INSTRUMENT

DESIGN

OVERVIEW

THE NATURE OF INSTRUMENT DESIGN

SCALE DEVELOPMENT

Item Phrasing

Response Formats

Frequently Used Scaling Techniques

INSTRUMENT DESIGN

Scale Sequencing and Layout

Pretesting and Collecting

MANAGERIAL CONSIDERATIONS

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

CHAPTER 8

SAMPLING DESIGN

OVERVIEW

THE NATURE OF SAMPLING

Terminology

The Rationale for Sampling

The Sampling Process

AN INTRODUCTION TO THE PHILOSOPHY OF

SAMPLING

SAMPLE DESIGNS

Sample Design Choice Considerations

Probability Designs

PRACTICAL CONSIDERATIONS IN SAMPLING

MANAGERIAL CONSIDERATIONS

SUMMARY

<<企业决策研究:第四版:英文>>

DISCUSSION QUESTIONS
NOTES
SUGGESTED READING
PART4
DATA COLLECTION
CHAPTER 9
PRIMARY DATA COLLECTION
OVERVIEW
THE NATURE OF PRIMARY DATA COLLECTION
(PDC)
PASSIVE PDC
ACTIVE PDC
Personal Interviewing
Telephone Interviewing
Mail Interviewing
Computerized Interviewing
A Comparison of Collection Methods
PDC VENDORS
PANEL VENDORS
MANAGERIAL CONSIDERATIONS
SUMMARY
DISCUSSION QUESTIONS
NOTES
SUGGESTED READING
APPENDIX: QUALITATIVE RESEARCH
Nature and Uses of Qualitative Research
Types of Qualitative Research
Notes
CHAPTER 10
MODEL BUILDING; SELECTION
AND USE
OVERVIEW
IMPORTANCE AND TERMINOLOGY
VERBAL VERSUS MATHEMATICAL MODELS
TYPES OF MODELS
Classification Criteria
Model Specflcation
Managerial Objectives of Modeling
SELECTING A MODEL SOLUTION TECHNIQUE
Sample Decislon Models and Solution
Techniques
AN EXAMPLE OF MODEL CONSTRUCTION
SOLUTION, AND USE
MANAGERIAL CONSIDERATIONS
SUMMARY
DISCUSSION QUESTIONS
NOTES

<<企业决策研究:第四版:英文>>

SUGGESTED READING

PART5

ANALYTICAL PROCEDURES

C H A P T E R 11

PLANNING FOR DATA ANALYSIS

OVERVIEW

PLANNING ISSUES

SELECTING APPROPRIATE ANALYTICAL
SOFTWARE

THE PREANALYTICAL PROCESS

Step 1: Data Editing

Step 2: Variable Development

Step 3: Data Coding

Step 4: Error Check

Step 5: Data Structure Generation

Step 6: Preanalytical Computer Check

Step 7: Tabulation

BASIC ANALYTICAL FRAMEWORK FOR BUSINESS
RESEARCH

MANAGERIAL CONSIDERATIONS

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

CHAPTER 12

BASIC ANALYTICAL METHODS

OVERVIEW

CLASSIFICATION OF ANALYTICAL METHODS BY
PURPOSE

BASIC METHODS OF ASSESSING
ASSOCIATION

Crosstabulation

Contingency Correlation

Spearman Rank Correlation

Pearson's r

BASIC METHODS OF ASSESSING
DIFFERENCES

Chi-Square Test

Z-Test for Differences in Proportions

t-Test for Differences in Means

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

APPENDIX: ADDITIONAL BASIC ANALYTICAL
TECHNIQUES

The Normal Distribution

<<企业决策研究:第四版:英文>>

Calculation of the Sample Mean \bar{X} and Sample

Variance s^2

Standardizing a Data Array

Covariation (Covariance)

CHAPTER 13

ANALYSIS OF VARIANCE AND

REGRESSION TECHNIQUES

OVERVIEW

THE NATURE OF VARIANCE

DECOMPOSITION

LINEAR MODELS

One-Way Analysis of Variance (ANOVA)

Two-Way Analysis of Variance (ANOVA)

Linear Regression

Analysis of Covariance

NONPARAMETRIC ANOVA

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

APPENDIX: THE USE OF DUMMY AND EFFECT

CODING TO EXAMINE GROUP DIFFERENCES

USING MULTIPLE LINEAR REGRESSION

CHAPTER 14

ADVANCED MULTIVARIATE

ANALYSIS

OVERVIEW

INTRODUCTION TO MULTIVARIATE ANALYSIS

SELECTION OF A MULTIVARIATE TECHNIQUE

ANALYSIS OF DEPENDENCY

Multivariate Analysis of Variance

Multiple Discriminant Analysis

Conjoint Analysis

Covariance Structure Analysis

ANALYSIS OF INTERDEPENDENCY

Factor Analysis

Cluster Analysis

Multidimensional Scaling

COMMENT ON MULTIVARIATE TECHNIQUES

SUMMARY

DISCUSSION QUESTIONS

NOTES

SUGGESTED READING

PART 6

RESEARCH REPORTING AND

EVALUATION

CHAPTER 15

<<企业决策研究:第四版:英文>>

ETHICAL CONSIDERATIONS IN BUSINESS
RESEARCH
OVERVIEW
ETHICAL CONSIDERATIONS IN BUSINESS
RESEARCH
Societal Rights
Subjects' Rights
Clients'/Managers' Rights
Researchers' Rights
CODES OF ETHICS
MANAGERIAL CONSIDERATIONS
SUMMARY
DISCUSSION QUESTIONS
NOTES
SUGGESTED READING
APPENDIX: EXCERPTS FROM THE ICC/ESOMAR
INTERNATIONAL CODE OF MARKETING AND
SOCIAL RESEARCH PRACTICE
Introduction
3.2 Code
Appendix 1
CHAPTER 16
RESEARCH REPORTING
OVERVIEW
WRITTEN RESEARCH REPORTS
The Outline
Guidelines
ORAL PRESENTATIONS
COMMUNICATION CHALLENGES IN THE
FUTURE
MANAGERIAL CONSIDERATIONS
SUMMARY
DISCUSSION QUESTIONS
NOTES
SUGGESTED READING
CHAPTER 17
EVALUATION OF BUSINESS
RESEARCH
OVERVIEW
EVALUATING A RESEARCH REPORT
Evaluation: Problem Development
Evaluation: Research Design
Evaluation: Data Collection
Evaluation: Analytical Procedures
Evaluation: Reporting
Overall Evaluative Score
SUMMARY

<<企业决策研究:第四版:英文>>

DISCUSSION QUESTIONS
SUGGESTED READING
APPENDIX A
A PRACTITIONER'S GUIDE TO
SECONDARY BUSINESS INFORMATION
SOURCES
RESEARCH GUIDES AND BIBLIOGRAPHIES
ENCYCLOPEDIAS, DIRECTORIES, DICTIONARIES
AND HANDBOOKS
INDEXES
STATISTICAL SOURCES
REFERENCES FOR INDIVIDUAL COMPANIES
OTHER SOURCES: INTERNATIONAL BUSINESS
A NOTE ON THE STANDARD INDUSTRIAL
CLASSIFICATION (SIC)
APPENDIX B
SELECTED STATISTICAL TABLES
TABLE B. RANDOM NUMBERS
TABLE B.2 AREAS UNDER THE NORMAL
CURVE
TABLE B.3 DISTRIBUTION OF t
TABLE B.4 DISTRIBUTION OF χ^2
TABLE B.5 F DISTRIBUTION
TABLE B.6 FISHER'S z TRANSFORMATION
OF r_{xy}
INDEX

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>