

<<经管研究方法实践指南>>

图书基本信息

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内容概要

本书的目的旨在帮助学生消除那种认为研究“太过于科学化”或“太抽象”的错误观念；帮助学生了解科学与研究的语言及方法；帮助他们懂得那些结构合理与论证恰当的报告是如何比那些仅以实践方法或常识为基础的报告更令人信服和更可靠的；综合并简化研究过程，为学生提供实践指南，这样他们就能够有效地完成研究项目，写出好的论文和项目报告。

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作者简介

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书籍目录

Part	Challenges and ambiguities of business research	1	Introduction	1.1	Purpose
	1.2 Readership	1.3	On the use of the book	2	Research in business studies
	Why we do research	2.2	Research versus common sense	2.3	Different research orientations
	2.4	Induction and deduction	2.5	What comes first: theory or data?	
	2.6	Knowledge skills and research	2.7	Why research never stops	2.8
	Research and ethics	Further reading	Questions	Exercises	Part
	The research process	3	The research process	3.1	The process perspective
	3.2	Levels of research	3.3	Research and knowledge	
	3.4	What comes first: theory or research?	3.5	Some important concepts	
	3.6	Concluding remarks	Further reading	Questions	Exercises
	4	Research problems	4.1	Research ideas	
	4.2	Wrestling with research problems	4.3	Models in research	4.4
	The role of reviewing past literature	Further reading	Questions	Exercises	5
	Research design	5.1	The design problem	5.2	Problem structure and research design
	5.3	The problem of 'cause'	5.4	The classic experiment	5.5
	Validity threats	5.6	Other research designs	5.7	Requirements in research design
	Further reading	Questions	Exercises	6	Measurements
	6.1	Defining measurement	6.2	Levels (scales) of measurement	6.3
	Validity and reliability in measurements	6.4	Improving your measurements	6.5	Measurements in qualitative' research
	Further reading	Questions	Exercises	7	Data sources
	7.1	Secondary data	7.2	Primary data	Further reading
	Questions	Exercises	8	Data collection	
	8.1	Qualitative versus quantitative methods	8.2	When to use qualitative methods	
	8.3	Observations	8.4	Communication	8.5
	Surveys	8.6	Interviews	8.7	Focus groups
	Further reading	Questions	Exercises	9	Sampling in empirical research
	9.1	Why take samples?	9.2	Sampling procedures	9.3
	Probability samples	9.4	Determining sample size	9.5	Sampling in qualitative research
	Further reading	Questions	Exercises	10	Preparation and analysis of data
	10.1	Editing and coding	10.2	The role of statistics	10.3
	Analysing one variable	10.4	Cross-tabulation	10.5	Test of hypotheses
	10.6	Use of computers in research	Further reading	Questions	Exercises
	Part	Implementation	11	Quantitative data analysis	11.1
	Examining differences	11.2	Relationship (covariation) between variables	11.3	Explaining and predicting relationships between variables
	11.4	Data reduction, structure and dimensions	11.5	Additional methods	Further reading
	Questions	Exercises	12	Qualitative data analysis	12.1
	Characteristics of qualitative research	12.2	Qualitative data	12.3	Analytical procedures
	12.4	Interpretation	12.5	Strategies for qualitative analysis	12.6
	Quantifying qualitative data	12.7	Validity in qualitative research	12.8	Analysis of cross-cultural data
	12.9	Use of computers in qualitative research	12.10	Case studies and triangulation	Further reading
	Questions	Exercises	13	Writing the final report	13.1
	Purpose and importance of a written presentation	13.2	Guidelines	13.3	Structure of the report
	13.4	Oral presentation	13.5	Writing for publication	Further reading
	Questions	Exercises	References		

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