

Quantitative Approaches In Business Studies By Clare Morris

An accessible introduction to the essential quantitative methods for making valuable business decisions. Quantitative methods-research techniques used to analyze quantitative data-enable professionals to organize and understand numbers and, in turn, to make good decisions. *Quantitative Methods: An Introduction for Business Management* presents the application of quantitative mathematical modeling to decision making in a business management context and emphasizes not only the role of data in drawing conclusions, but also the pitfalls of undiscerning reliance of software packages that implement standard statistical procedures. With hands-on applications and explanations that are accessible to readers at various levels, the book successfully outlines the necessary tools to make smart and successful business decisions. Progressing from beginner to more advanced material at an easy-to-follow pace, the author utilizes motivating examples throughout to aid readers interested in decision making and also provides critical remarks, intuitive traps, and counterexamples when appropriate. The book begins with a discussion of motivations and foundations related to the topic, with introductory presentations of concepts from calculus to linear algebra. Next, the core ideas of quantitative methods are presented in chapters that explore introductory topics in probability, descriptive and inferential statistics, linear regression, and a discussion of time series that includes both classical topics and more challenging models. The author also discusses linear programming models and decision making under risk as well as less standard topics in the field such as game theory and Bayesian statistics. Finally, the book concludes with a focus on selected tools from multivariate statistics, including advanced regression models and data reduction methods such as principal component analysis, factor analysis, and cluster analysis. The book promotes the importance of an analytical approach, particularly when dealing with a complex system where multiple individuals are involved and have conflicting incentives. A related website features Microsoft Excel® workbooks and MATLAB® scripts to illustrate concepts as well as additional exercises with solutions. *Quantitative Methods* is an excellent book for courses on the topic at the graduate level. The book also serves as an authoritative reference and self-study guide for financial and business professionals, as well as readers looking to reinforce their analytical skills.

Academically thorough and up-to-date quantitative and qualitative market research methods text for business and social science students.

This comprehensive textbook encourages the reader to contextualise their understanding of quantitative and qualitative research methods by drawing links between the research question and its theoretical framework with the choice of the quantitative/qualitative methodology and analyses. It encourages a theoretical appreciation of the field of inquiry and to

balance the emphasis on methods with reviewing the literature and understanding the wider context of research. Each chapter contains user-friendly features, such as: key terms, summaries, case studies, examples and suggested further reading. Exercises are suggested throughout the text, encouraging the reader to look at easily accessible data sets and use prompts to formulate research questions and produce a mini study. A companion website supports the text, providing easy access to supporting material, including revision questions and an annotated list of useful websites. This text will be invaluable reading for students on Research Methods in Education MA programmes, as well as those embarking upon their PhD, EdD or MPhil in education. Research fellows and other educational researchers will also find this book a useful resource.

Suitable for a first year course in the subject, this book is an introduction to the field of engineering mathematics. The book is accompanied by online bridging chapters - refresher units in core subjects to bring students up to speed with what they'll need to know before taking the engineering mathematics course.

Bridging the gap between the scientific approach to international relations and the intuitive analysis of the government foreign affairs specialist, this book reports on a concerted effort by the CIA to apply modern social science methods to problems confronted by political intelligence analysts. The unique experience gained through this CIA progra

This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry. The Fifth Edition includes more coverage of: epistemological and ontological positioning in relation to the research question and chosen methodology; case study, PAR, visual and online methods in qualitative research; qualitative and quantitative data analysis software; and in quantitative methods more on power analysis to determine sample size, and more coverage of experimental and survey designs; and updated with the latest thinking and research in mixed methods.

SHARE this Comparison of Research Approaches poster with your students to help them navigate the distinction between the three approaches to research.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by engaging examples from the

literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Quantitative marketing has been gaining importance during the last decade. This is indicated by the growing number of model- and method-oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing, advertising, new product planning, and market segmentation decisions. In addition, market research has clearly benefitted from applying advanced quantitative models and methods in practice. Some 60 researchers – among them worldwide leading scholars – offer a broad overview of quantitative approaches in marketing. They not only highlight diverse mathematical and methodological perspectives, but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems.

The comparative method is fundamental and critical for political scientists, and especially those interested in comparative politics. Such questions as how democratic is the United States, how rich is Germany, and how ethnically complex is Nigeria-and what effects these attributes have on important political phenomena-cannot be analyzed except comparatively. To understand politics we need to think in terms of concepts, processes, behavior and authority patterns

that transcend specific regions or nation-states. Comparative Analysis of Nations is designed to address three questions confronting the study of politics: (1) What do I do once I have identified a question that I want to explore within a cross-national perspective? (2) How do I proceed so I adequately address this question? (3) Why should I proceed with this particular study plan? Perry and Robertson examine how to conceptualize, operationalize, measure, sample, analyze, and evaluate these research questions. In clear language they stress the logic behind basic techniques of quantitative analysis, issues of measurement and hypothesis testing, basic techniques of hypothesis testing (tabular analysis, ANOVA, scatterplots, bivariate regression) and advanced bivariate analysis (curvilinear and multiple regression). The book requires no previous training in statistics or math. Cross-national data sets accompany the book on a CD-ROM and are compatible with the popular SPSS package. The data sets enable the instructor the opportunity to engage the students directly in devising their own modified models of analysis to complement and extend the demonstrations within the text. In sum, the text integrates the core tools and strategies of social science analysis within a framework that highlights the quantitative study of comparative politics.

This book presents the essential concepts of operations research and engineering management in a structured manner. Starting with the basic functions of management – planning, organizing, leading and controlling – it introduces the reader to the process of strategic decision-making, covering the essentials of technological invention management, innovation and entrepreneurship, with ample examples of decision-making under certainty, uncertainty and risk conditions. It also exposes the reader to the fundamentals of managing projects and professional communication. In order to reinforce the theory used, practical case studies taken from relevant disciplines are introduced. For instance, case studies from the retail sector have been appended to the assignment problem and cases related to traffic have been introduced for queuing formulation. The concept of game theory is discussed in greater detail with an introduction to topics such as incentive compatibility, Bayesian representations for different games, budget balance, auctions and a broad coverage of mechanism design. While a few of these problems have been solved in the book, a few others have been left un-solved to promote readers' understanding. The mix of theoretical and practical examples reveals to the reader the underlying complexities and highlights the challenges entailed by field implementation.

The objective of this book is to fill the gap combining several studies from qualitative and quantitative research methods. The various chapters presented here follow several approaches that researchers explore in different context. This book intends to contribute to better understanding of the application areas of qualitative research method and to show how these business practices in social sciences can stimulate in various areas.

What are the most effective methods for doing life-course research? In this volume, the field's founders and leaders

answer this question, giving readers tips on: the art and method of the appropriate research design; the collection of life-history data; and the search for meaningful patterns to be found in the results.

Business Research is a truth-seeking function that gathers, analyses, interprets and reports information so that business decision makers become more effective. Research Methods for Business is a new European business research methods book. The authors present a balance between quantitative and qualitative methods in an easy-to-read style, with plenty of relevant real world examples. Features: A new focus on qualitative methods with the inclusion of four new chapters European examples Practical illustrations of business research techniques with examples from Europe New cases at the end of each chapter based on business problems in Europe The addition of a new co-author, Professor Mike Page, Dean of Rotterdam School of Management. Professor Page adds a Northern European perspective 'Introduction to Social Research' presents the essential elements of both qualitative and quantitative approaches for conducting empirical research in the social sciences.

Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the Journal of International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction effects, hypothesis testing, and replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing.

Public programs are designed to reach certain goals and beneficiaries. Methods to understand whether such programs actually work, as well as the level and nature of impacts on intended beneficiaries, are main themes of this book.

Focusing on research designs for projects that collect both qualitative and quantitative data, this practical book discusses strategies for bringing qualitative and quantitative methods together so that their combined strengths accomplish more than is possible with a single method. The approach is broadly interdisciplinary, reflecting the interest in mixed methods research of social scientists from anthropology, communication, criminal justice, education, evaluation, nursing, organizational behavior, psychology, political science, public administration, public health, sociology, social work, and urban studies. In contrast to an "anything goes" approach or a naïve hope that "two methods are better than one," the author argues that projects using mixed methods must pay even more attention to research design than single method approaches. The book's practical emphasis on mixed methods makes it useful both to active researchers and to students who intend to pursue such a career.

Introduction to Quantitative Research Methods is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text and in multimedia courseware to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences. The multimedia courseware provides tutorial work on sampling, basic statistics, and techniques for seeking information from databases and other sources. The statistics modules can be used as either part of a detective games or directly in teaching and learning. Brief video lessons in SPSS, using real datasets, are also a feature of the CD-ROM. Why would you choose Introduction to Quantitative Research Methods - It is theoretical, providing a concise overview of issues of quantitative research. - It is practical, providing case studies that exemplify the different ways of research is conducted in the social sciences (ranging from psychology to sociology, politics and media). - It is educational, providing practical vignettes, and chapter highlights for revision. - It is integrative, producing a typology of different ways of conducting quantitative research methods. - It is international, providing case studies from a range of countries. - It is innovative, providing multimedia tutorials on generic research and statistical skills. - It is clear, concise and accessible.

A user friendly introduction to use and interpretation of quantitative methods for Business students.

This book is especially relevant to undergraduates, postgraduates and researchers studying quantitative techniques as part of business, management and finance. It is an interdisciplinary book that covers all major topics involved at the interface between business and management on the one hand and mathematics and statistics on the other. Managers and others in industry and commerce who wish to obtain a working knowledge of quantitative techniques will also find this book useful.

Assuming no prior knowledge, Educational Research by R. Burke Johnson and Larry Christensen offers a comprehensive, easily digestible introductory research methods text for undergraduate and graduate students. Readers will develop an understanding of the multiple research methods and strategies used in education and related fields; how to read and critically evaluate published research; and the ability to write a proposal, construct a questionnaire, and conduct an empirical research study on their own. Students rave about the clarity of this best seller and its usefulness for their studies, enabling them to become critical consumers and users of research.

This edited collection presents a range of methods that can be used to analyse linguistic data quantitatively. A series of case studies of Russian data spanning different aspects of modern linguistics serve as the basis for a discussion of methodological and theoretical issues in linguistic data analysis. The book presents current trends in quantitative linguistics, evaluates methods and presents the advantages and disadvantages of each. The chapters contain introductions to the methods and relevant references for further reading. This will be of interest to graduate students and researchers in the area of quantitative and Slavic linguistics.

Quantitative Approaches in Business Studies

This Handbook of Quantitative Research Methods in Entrepreneurship provides an overarching perspective on the methods and

approaches critical to quantitative analysis of research on entrepreneurship. Representing the research efforts of 31 internationally scholars in entrepreneurship, this Handbook offers guidance for quantitative analysts at a time of increasing availability of economic, financial and business data. Contributions focus on a range of important empirical issues, including business survival, job creation, internationalisation, bank financing and specific types of entrepreneurial activity such as social enterprise and family business. The combined chapters synthesise and experiment with useful methods to navigate and unpack crucial entrepreneurial data. Informative and accessible, this Handbook is crucial reading for undergraduate and postgraduate students looking for a broad overview of the field. It will also be useful to established academics and researchers who require state of the art research, and policymakers and practitioners, who may use this book as an indispensable guide for reflecting on public interventions in the entrepreneurial arena.

Quantitative Approaches in Business Studies provides a clear and accessible introduction to quantitative methods, ideal for students of business and management on undergraduate, Masters and professional courses. With a uniquely user-friendly style, Clare Morris' popular treatment of this challenging subject is carefully designed to build students' confidence in the use and interpretation of quantitative methods. Encouraging conceptual understanding as well as practical aptitude, the text leads the reader from an initial chapter revising basic mathematics through to a concluding chapter discussing statistical research methods for student projects. Practical guidance on the use of Excel for quantitative analysis runs throughout the text, integrated with an online Excel workbook. New for this edition Many new 'Quantitative Methods in Practice' examples, drawn from recent and topical articles in the press and beyond. Substantial case-studies at the end of each chapter, integrating the material of the chapter. Revised and updated throughout. MyMathLab Global will generate a personalised study plan for you and provide extensive practice questions exactly where you need them. Interactive questions with randomised values allow you to practise the same concept as many times as you need until you master it. Guided solutions break down the question for you step-by-step. A full e-book links out to the relevant part of the text while you are practising. Students, if interested in purchasing this title with MyMathLab Global, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. Visit www.pearsoned.co.uk/morris or www.mymathlab.com/global to access MyMathLab Global. Clare Morris has taught quantitative methods to students of business, from HND to PhD level, at institutions including Bristol Polytechnic, Warwick Business School and Cardiff Business School. She is currently Emeritus Professor at the University of Gloucestershire.

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for student projects. Practical guidance on the use of Excel for quantitative analysis runs throughout the text, integrated with an online Excel workbook. New for this edition Access to MyMathLab Global, an unrivalled online tutorial and assessment system. Many new 'Quantitative Methods in Practice' examples, drawn from recent and topical articles in the press and beyond. Substantial case-studies at the end of each chapter, integrating the material of the chapter. Revised and updated throughout. MyMathLab Global will generate a personalised study plan for you and provide extensive practice questions exactly where you need them. Interactive questions with randomised values allow you to practise the same concept as many times as you need until you master it. Guided solutions break down the question for you step-by-step. A full e-book links out to the relevant part of the text while you are practising. Visit www.pearsoned.co.uk/morris or www.mymathlab.com/global to access MyMathLab Global. Clare Morris has taught quantitative methods to students of business, from HND to PhD level, at institutions including Bristol Polytechnic, Warwick Business School and Cardiff Business School. She is currently Emeritus Professor at the University of Gloucestershire. Develop a strong conceptual understanding of the role that quantitative methods play in today's decision-making process. Written for the non-mathematician, this applications-oriented text introduces today's many quantitative methods, how they work, and how decision makers can most effectively apply and interpret data. A strong managerial orientation motivates while actual examples illustrate situations where quantitative methods make a difference in decision making. A strong Problem-Scenario Approach helps you understand and apply mathematical concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

In *Analysing Quantitative Data*, Charles A. Scherbaum and Kristen M. Shockley guide the reader through Understanding Quantitative Data Analysis, Basic Components of Quantitative Data Analysis, Conducting Quantitative Data Analysis, Examples of Quantitative Data Analysis and Conclusions. An appendix contains Excel Formulas. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series

The long-term impact of globalization, outsourcing, and technological change on workers is increasingly being studied by economists. At the nexus of labor economics, industry studies, and industrial organization, *The Analysis of Firms and Employees* presents new findings about these impacts by examining the interaction between the internal workings of businesses and outside influences from the market using data from countries around the globe. The result is enhanced insight into the dynamic interrelationship between firms and workers. A distinguished team of researchers here examines the relationships between human resource practices and productivity, changing ownership and production methods, and expanding trade patterns and firm competitiveness. With analyses of large-scale, nationwide datasets as well as focused, intensive observation of a few firms, *The*

Analysis of Firms and Employees will challenge economists, policymakers, and scholars alike to rethink their assumptions about the workplace.

Quantitative Methods for Second Language Research introduces approaches to and techniques for quantitative data analysis in second language research, with a primary focus on second language learning and assessment research. It takes a conceptual, problem-solving approach by emphasizing the understanding of statistical theory and its application to research problems while paying less attention to the mathematical side of statistical analysis. The text discusses a range of common statistical analysis techniques, presented and illustrated through applications of the IBM Statistical Package for Social Sciences (SPSS) program. These include tools for descriptive analysis (e.g., means and percentages) as well as inferential analysis (e.g., correlational analysis, t-tests, and analysis of variance [ANOVA]). The text provides conceptual explanations of quantitative methods through the use of examples, cases, and published studies in the field. In addition, a companion website to the book hosts slides, review exercises, and answer keys for each chapter as well as SPSS files. Practical and lucid, this book is the ideal resource for data analysis for graduate students and researchers in applied linguistics.

Quantitative Business Valuation A Mathematical Approach for Today's Professionals Essential reading for the serious business appraiser, Quantitative Business Valuation, Second Edition is the definitive guide to quantitative measurements in the valuation process. No other book written on business valuation is as well researched, innovative, and bottom-line beneficial to you as a practitioner. Written by leading valuation and litigation economist Jay B. Abrams, this text is a rigorous and eye-opening treatment filled with applications for a wide variety of scenarios in the valuation of your privately held business. Substantially revised for greater clarity and logical flow, the Second Edition includes new coverage of: Converting forecast net income to forecast cash flow Damages in manufacturing firms Regressing scaled y-variables as a way to control for heteroscedasticity Mathematical derivation of the Price-to-Sales (PS) ratio Monte Carlo Simulation (MCS) and Real Options (RO) Analysis Venture capital and angel investor rates of return Lost inventory and lost profits damage formulas in litigation Organized into seven sections, the first three parts of this book follow the chronological sequence of performing a discounted cash flow. The fourth part puts it all together, covering empirical testing of Abrams' valuation theory and measuring valuation uncertainty and error. Parts five to seven round it all out with discussion of litigation, valuing ESOPs and partnership buyouts, and probabilistic methods including valuing start-ups. The resulting work, solidly grounded in economic theory and including all necessary mathematics, integrates existing science into the valuation profession—and develops valuation formulas and models that you will find useful on a daily basis.

A newer edition of this book is available for ordering at the following web address: <https://rowman.com/ISBN/9780759112421>

Research Methods in Anthropology is the standard textbook for methods classes in anthropology programs. Over the past dozen years, it has launched tens of thousands of students into the field with its combination of rigorous methodology, wry humor, commonsense advice, and numerous examples from actual field projects. Now the fourth edition of this classic textbook is ready, written in Russ Bernard's unmistakable conversational style. It contains all the useful methodological advice of previous editions

and more: additional material on text analysis, an expanded section on sampling in field settings, the use of computers for fieldwork and analysis, the pros and cons of rapid assessment techniques in anthropology, dozens of new examples, and an expanded bibliography. 'Methods belong to all of us' is the watchphrase of this book. Whether you are coming from a scientific, interpretive, or applied anthropological tradition, your students should learn field methods from the best guide around.

Quantitative Methods for Business has been thoroughly revised and updated for this 5th edition, and continues to provide a simple and practical introduction to an area that students can find difficult. The book takes a non-threatening approach to the subject, avoiding excessive mathematics and abstract theory. It shows how to apply quantitative ideas to the real problems faced by managers. The book includes numerous exercises and examples that help students understand the relevance of quantitative ideas to business. Assuming no previous knowledge, the text provides complete coverage for a first course in quantitative methods.

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