

# Research Methods Palgrave Business Briefing

Psychology Research Methods: A Writing Intensive Approach integrates the teaching of knowledge in research methods with skills in formulating and writing research proposals. Using an experiential approach and organized around the task of writing a complete APA-style research proposal, the book guides readers in understanding and applying critical concepts and processes in behavioral science research methods. It helps them justify and propose a randomized controlled trial of the efficacy of a treatment for a common mental health problem, including establishing a scientific premise for their argument, reading basic research on the epidemiology of the disorder and applied research on existing interventions, and more. This book provides cleverly crafted small group activities that mimic peer review and teach how to provide explicit positive and corrective feedback. It builds both social and intellectual capital as readers learn about the culture of science and its emphasis on collaboration and rigor. Teaches knowledge and skills through brief didactic presentations Includes individual and group activities to support close reading of scientific papers Guides the reader in the construction of arguments for a research proposal Engages readers in subject selection, measurement, research design, and hypothesis testing Encourages researchers to be conscientious and engaged peer reviewers

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This book assesses the extent to which British news organizations gave exposure and credence to different political interpretations of economics and business news in the decade before the 2008 Financial Crisis. Through the content analysis of some 1,600 news items, this study provides compelling empirical evidence to inform often theoretical debates about neoliberal assumptions in the media. In each of the three pre-2008 case studies – economic globalization, private finance and public services, and Tesco – Merrill finds that the Telegraph, The Times, the Sunday Times and, to varying extents, the Guardian-Observer and the BBC gave limited exposure and credence to ideas from the left of the political spectrum. As such, he builds an important comparative picture of economic, business and financial journalism in the period before the defining event of the decade, the effects of which continue to resonate.

This Handbook provides a comprehensive treatment of basic and more advanced research methodologies in applied linguistics and offers a state-of-the-art review of methods particular to various domains within the field. Arranged thematically in 4 parts, across 41 chapters, it covers a range of research approaches, presents current perspectives, and addresses key issues in different research methods, such as designing and implementing research instruments and techniques, and analysing different types of applied linguistics data. Innovations, challenges and trends in applied linguistics research are examined throughout the Handbook. As such it offers an up-to-date and highly accessible entry point into both established and emerging approaches that will offer

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fresh possibilities and perspectives as well as thorough consideration of best practices. This wide-ranging volume will prove an invaluable resource to applied linguists at all levels, including scholars in related fields such as language learning and teaching, multilingualism, corpus linguistics, critical discourse analysis, discourse analysis and pragmatics, language assessment, language policy and planning, multimodal communication, and translation.

Complete proceedings of the 14th European Conference on Research Methodology for Business and Management Studies Valletta, Malta Published by Academic Conferences and Publishing International Business Accounting has been developed specifically for the needs of non-specialist students studying accounting as part of another degree. The authors explain the key concepts clearly and concisely, using examples, cases and real company data to contextualise the theory. Ethics, corporate governance and corporate social responsibility is given more prominence in this new edition and a new chapter on the statement of cash flows has been added. The number of questions in the book and online has been increased substantially to provide students with more opportunity to test their understanding and provide lecturers with more materials to perform assessments.

Organizations need research, and managers have to be able to commission, judge and use others' research as well as conduct research themselves to inform business decisions. Business Research Methods helps you understand the challenges of carrying out worthwhile

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research into significant issues and develop a wide range of research-related professional skills. Guiding you through the process of selecting, carrying out and reporting on a successful research project, it breaks down the research process, from exploring the literature and crafting a research proposal to practical research management and addressing the transferable skills of project management and communication. Business Research Methods places research firmly in the real world, exploring why research is done and how to ensure that projects are meaningful for organizations. Examples and case studies, including examples of students' projects, give learners with little or no work experience a meaningful context in which to relate their own projects. Online supporting resources for lecturers include an instructor's manual with additional activities and supporting handouts, lecture slides and figures and tables from the text. Resources for students include web links, templates, quizzes, activities, examples of practice and sample questionnaire results for students.

A detailed yet concise handbook clarifying all the major terms needed for a thorough understanding of key research methodology concepts in business and management. An invaluable guide for students at all levels seeking assistance with projects, research proposals, dissertations and theses; including case studies and suggestions for further reading.

This edited two-volume collection presents the most interesting and compelling articles pertaining to the formulation of research methods used to study information systems from the 30 year publication history

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of the Journal of Information Technology (JIT).

This book provides the necessary operational understanding of the methods of research with a rare insight using detailed examples. The thirst for education has increased geometrically around the globe. In fact, governments and advocacy groups see the drive for the attainment of formal training as a social change agent with ramifications in other domains including democratization and more equitable society. The success of these campaigns has seen increased programs in colleges and individuals embracing different programs based on cost and convenience, and so on. Some students work independently with little direction. This book is written to serve as a companion, providing the necessary guidance, on research methods and it is useful for anyone involved in research primarily due to specific examples including case study research utilizing qualitative and quantitative designs.

The growing presence of discrimination and isolation has caused negative changes to human interactions. With the ubiquity of these practices, there is now an increasingly urgent need to close this divide.

*Discrimination and Diversity: Concepts, Methodologies, Tools, and Applications* provides a critical look at race, gender, and modern day discrimination and solutions to creating sustainable diversity across numerous contexts and fields. Including innovative studies on anti-discrimination measures, gender discrimination, and tolerance, this multi-volume book is an ideal source for professionals, practitioners, graduate students, academics, and researchers working in equality, as well

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as managers and those in leadership roles.

The SAGE Handbook of Qualitative Business and Management Research Methods provides a state-of-the-art overview of qualitative research methods in the business and management field. The Handbook celebrates the diversity of the field by drawing from a wide range of traditions and by bringing together a number of leading international researchers engaged in studying a variety of topics through multiple qualitative methods. The chapters address the philosophical underpinnings of particular approaches to research, contemporary illustrations, references, and practical guidelines for their use. The two volumes therefore provide a useful resource for Ph.D. students and early career researchers interested in developing and expanding their knowledge and practice of qualitative research. In covering established and emerging methods, it also provides an invaluable source of information for faculty teaching qualitative research methods. The contents of the Handbook are arranged into two volumes covering seven key themes: Volume One: History and Tradition Part One: Influential Traditions: underpinning qualitative research: positivism, interpretivism, pragmatism, constructionism, critical, poststructuralism, hermeneutics, postcolonialism, critical realism, mixed methods, grounded theory, feminist and indigenous approaches. Part Two: Research Designs: ethnography, field research, action research, case studies, process and practice methodologies. Part Three: The Researcher: positionality, reflexivity, ethics, gender and intersectionality, writing from the body, and

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achieving critical distance. Part Four: Challenges: research design, access and departure, choosing participants, research across boundaries, writing for different audiences, ethics in international research, digital ethics, and publishing qualitative research.

Volume Two: Methods and Challenges Part One: Contemporary methods: interviews, archival analysis, autoethnography, rhetoric, historical, stories and narratives, discourse analysis, group methods, sociomateriality, fiction, metaphors, dramaturgy, diary, shadowing and thematic analysis. Part Two: Visual methods: photographs, drawing, video, web images, semiotics and symbols, collages, documentaries. Part Three: Methodological developments: aesthetics and smell, fuzzy set comparative analysis, sewing quilts, netnography, ethnomusicality, software, ANTI-history, emotion, and pattern matching.

Business transactions and partnerships across borders have become easier than ever due to globalization and global digital connectivity. As part of this shift in the business sphere, managers, executives, and strategists across industries must acclimate themselves with the challenges and opportunities for conducting business globally. International Business: Concepts, Methodologies, Tools, and Applications presents the latest research innovations focusing on cross-cultural communications and training, international relations, multinational enterprises, outsourcing, international business strategies, and competitive advantage in the global marketplace. This publication is an exhaustive multi-volume work essential to academic and corporate

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libraries who serve researchers, scholars, business executives and professionals, and graduate-level business students.

This volume presents and analyses 17 examples of knowledge transfer from countries around the world to identify future directions for business and government managers and academic researchers. Effective Knowledge transfer provides an opportunity to address unprecedented societal, environmental and technological change and disruption.

The Business Briefings series offers authoritative introductory textbooks in core business topics. Covering the basics and providing springboards to further study, the books take a no-nonsense practical approach, and are ideal as accessible introductions or as revision guides. This book explains what is required for carrying out a successful research project. Clear and well-structured, it allows students to quickly grasp key concepts in research methodology, taking them through the various stages of developing a dissertation in a step-by-step guide. Key benefits

- Provides a concise and cogent guide to a challenging subject area
- Provides a step-by-step guide to writing a dissertation

Professor Peter Stokes is Deputy Dean at Chester Business School, University of Chester, UK. Dr Tony Wall is a Senior Lecturer (Associate Professor) at Chester Business School, University of Chester, UK. 'This book is a masterpiece of clarity. It brings to life research methodology as exciting exploration. Its approach is engaging, stimulating and stretching. The book demystifies research methods and makes them



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accessible. It is an essential text for all those developing their research approach.' – Peter Shaw, University of Chester and Newcastle University, UK 'This is an excellent account of the use of a variety of research methods in academic studies as well as in practical business settings. Stokes and Wall have made accessible, informative and interesting what is often seen as a difficult part of producing a dissertation or building evidence to support a business case.' – Wes Harry, Cass Business School, City University London, UK 'Stokes and Wall adapt the best research methods expertise and craft it into an approachable, accessible text. Their blend of instruction, examples, and vignettes enables readers to develop a thorough understanding of the content.' – Mitchell J. Larson, Lancashire Business School, University of Central Lancashire, UK

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In the last decade, the use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven

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approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. *Advanced Digital Marketing Strategies in a Data-Driven Era* contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

This volume presents a detailed synthesis of the historical, present-day and future state of service delivery in South Africa. The generation and distribution of services in any geographical space has been and is always a source of inequality in human society. Thus, in the context of spatial planning, space is the major factor through which distributive justice and sustainable development can be achieved. To examine the

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continuation of spatial inequality in service delivery, the authors employed both qualitative and quantitative research methods in a multi-pronged approach, utilizing empirical data from the Vembe District in Limpopo, data from the South African Index of Multiple Deprivation, and representative attitudinal data from the South African Social Attitudes Survey. Ultimately, this study examines spatial differences in living environments with a focus on the distribution of household services and discusses strategies to achieve spatial equality.

In *Action Research Methods*, the authors acknowledge that the methodology component is where most of the struggle and confusion lies with students in research methods courses. The overall aim is to assist master's level education students with practical and theoretically grounded approaches to the action research process. Written to meet the needs of busy undergraduate students, this book covers all of the key HRM topics in an accessible and engaging style. Ideal as a course companion, pre-course reading, or for revision.

In recent years, businesses taking advantage of market deregulation and internet technology have broken traditional marketing norms and customer management practices. These businesses can offer lower prices coupled with exceptional customer service. This book analyzes how these compliance-centered businesses have become so successful.

This insightful book explores the importance and influence of contextual heterogeneity in the field of entrepreneurship research, illuminating the circumstances, conditions or environments that may

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enable or constrain entrepreneurship.

The purpose of this book is to establish the first formalised scholarly work on critical management studies (CMS) in the South African context. The book is a collection of seven chapters, six of which employ a conceptual methodology and one of which follows an interpretive paradigm employing qualitative methods of inquiry. CMS is a relatively young school of thought, arising in the early 1990s and still very much a peripheral movement within the academic discipline of management. South Africa has very little scholarship on CMS as precious few scholars work in this space. Furthermore, publication opportunities are virtually non-existent as CMS is virtually unknown in the South African community of management scholars. Thus, this book represents the first academic work on CMS published in South Africa, written and reviewed by scholars who are familiar with the field. The primary target readership would be management academics, but it could also be a useful reference for postgraduate students in management.

This book covers all of the core topics in marketing and is written and designed specifically for the needs of MBA students. Assuming no prior knowledge, this text covers the basics before quickly moving on to explore more advanced issues and concepts. It is strongly grounded in theory and linked to best practice, and is the ideal MBA course text.

The Palgrave Handbook of Research Design in Business and Management uses a new state-of-the-art research design typology model to guide researchers in creating

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the blueprints for their experiments. By focusing on theory and cutting-edge empirical best-practices, this handbook utilizes visual techniques to appease all learning styles.

The Business Briefings series offers authoritative introductory textbooks in core business topics. Covering the basics and providing springboards to further study, the books take a no-nonsense, practical approach, and are ideal as accessible introductions or as revision guides. This book covers the essentials of marketing, providing students with a clear and succinct overview of the topic. It has been carefully developed to cover the basic principles, concepts and frameworks used in contemporary marketing, and focuses on key subjects including branding, planning and strategy, and communications. This is an ideal guide for students coming to the subject for the first time, or for those seeking a quick refresher. Key benefits:

- Concise yet authoritative
- Ideal as an introduction or a revision guide
- Helpful examples demonstrate how theories and concepts link to the real world

Written to meet the needs of busy undergraduate students, this book covers all of the key OB topics in an accessible and engaging style. Ideal as a course companion, pre-course reading, or for revision.

What is business and management research and why is it important? How do I go about choosing a research topic? How should I design my research project and what impact does choosing quantitative or qualitative research have? How do I carry out successful research and interpret the results? What is the best way to report

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my findings? These are only a few of the most common student questions that this fully-updated second edition of *Researching Business and Management* will answer. With a focus that is fresh and applied, this textbook goes beyond the theory to demonstrate how to actually do research. The unique 4-Ds model – Define, Design, Do and Describe – offers a definitive guide to every stage of your research project, while the author’s friendly style makes the text engaging and sometimes complex issues accessible. The new edition has been fully updated and revised and includes: Unique 4-Ds model – Define, Design, Do and Describe – for a definitive ‘how-to’ guide for your research project Examples from successful companies showing how they conduct and apply their research in the real world Refreshed pedagogical material, including activity boxes and Student Research in Action sections, designed to engage the reader and improve learning outcomes Dedicated chapters on research ethics and avoiding plagiarism. This is an ideal textbook for undergraduate, postgraduate and MBA students studying *Research Methods*, and essential reading for any business student doing a research project.

Research Methods Red Globe Press

This Handbook explores the opportunities and challenges of new technologies for innovating data collection and data analysis in the context of human resource management. Written by some of the world’s leading researchers in their field, it comprehensively explores modern qualitative research methods from good project design, to innovations in data sources and data

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collection methods and, finally, to best-practice in data analysis.

With stagnated demand in many home economies, the need to internationalize and exploit foreign market opportunities has never been more paramount for businesses to succeed at a global level. However, this process raises a number of questions, such as: can firms use their knowledge of one market in the next? Can firms pursue internationalization on several fronts at the same time? How should firms handle cultural and institutional differences between markets? This textbook provides students with the core research in international business and strategy, including organization, efficiency, external relationships and the challenges found in an increasingly multicultural world. Each part begins with a presentation of the issues and controversies faced in that particular area, followed by a synthesis of the research which provides avenues for future research. To facilitate and encourage further debate and learning, each part also includes at least one original case study. Compiled by two of the World's leading scholars of international business, and supplemented with critical commentaries and a range of integrative case studies, this comprehensive textbook provides advanced students of international business and strategy with a resource that will be invaluable in their studies and beyond.

This book contains the refereed proceedings of the 9th International Conference on Knowledge Management in Organizations (KMO) held in Santiago, Chile, during September 2014. The theme of the conference is "Knowledge Management to Improve Innovation and

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Competitiveness through Big Data." The KMO conference brings together researchers and developers from industry and academia to discuss and research how knowledge management using big data can improve innovation and competitiveness. The 39 contributions accepted for KMO 2014 were selected from 89 submissions and are organized in sections on: big data and knowledge management, knowledge management practice and case studies, information technology and knowledge management, knowledge management and social networks, knowledge management in organizations, and knowledge transfer, sharing and creation.

For faculty to advance their careers in higher education, publishing is essential. A competitive marketplace, strict research standards, and scrupulous tenure committees are all challenges academicians face in publishing their research and achieving tenure at their institutions. The Handbook of Research on Scholarly Publishing and Research Methods assists researchers in navigating the field of scholarly publishing through a careful analysis of multidisciplinary research topics and recent trends in the industry. With its broad, practical focus, this handbook is of particular use to researchers, scholars, professors, graduate students, and librarians.

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



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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.

Are you conducting business research for the first time and aren't sure where to begin? This book gives you everything you need to successfully complete your research project. From choosing a direction for your research and considering ethics to data collection and presenting your results, it offers straightforward guidance on every step of the research process. Covering topics such as social media research, group working and how to research your own organisation, it provides a thorough view of research for business and management students. The book: Enables you visualise how each stage of research links to the next, and makes sure you don't miss a step with a handy ?Research Project Wheel? Empowers you to increase your employability and develop transferable skills, such as proposal writing and data analysis Provides student research examples that show common challenges you might face - and how to address them. Key features include research snapshots, offering short how-to examples for doing real research, and concept cartoons, which put forward different views about research so you can broaden your knowledge. It also has end-of-chapter

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questions, online multiple choice questions and Kahoot! questions so you can test your understanding. Guiding you through working with and understanding both primary and secondary data, this book is the perfect companion for any undergraduate conducting a business and management research project.

An in-depth glossary, this accessible book successfully introduces students to the key concepts and terms used in social research. Terms are organised alphabetically and fully cross-referenced for use of ease. Suggestions for further reading help to consolidate knowledge and aids understanding.

In this book Carola Normann-Tschampel develops an enhanced understanding of the relevance of Value-Based Management (VBM) to management practice in Mittelstand. A theory-practice gap is identified based on a unique overview of the field of research. The empirical investigation focuses on three specifically identified areas of management (strategic decision-making, objectives, attitudes) and uses a specific research approach. The insights gained from taking an interpretive stance towards owner-managers' practical experience provide a valuable basis to further address the overall research gap.

Selecting from the wide range of research methodologies remains a dilemma for all scholars, not least those looking to study the world of accounting. Both established and emerging research methods are frequently advocated, creating a challengingly broad range of choices. Covering a selection of qualitative methodological issues, research strategies and methods, this comprehensive compilation provides an essential guide to the choice and execution of qualitative research approaches in this field. The contributions are grouped into four sections: Worldview and paradigms Methodologies and strategies Data collection methods and

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analysis Experiencing qualitative field research: personal reflections Edited by leading scholars, with contributions from experts and rising stars, this volume will be essential reading for anyone looking to undertake research in the qualitative accounting field.

A brief and accessible introduction to the concepts and techniques used in applied linguistics research, which will be illustrated using real-life examples. The book covers both qualitative and quantitative research design, sampling procedures, instrumentation and analyses found in applied linguistics research.

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