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RESEARCH METHODOLOGY AND TECHNIQUES IN COMMERCE

BUSINESS RESEARCH METHODS

Bookboon

RESEARCH METHODOLOGY IN COMMERCE AND MANAGEMENT

Anmol Publications PVT. LTD. This Book Embodies A Set Of Papers, Conceptual As Well As Empirical, Related To Various Specialized Areas Of Research In Commerce And Management. The Papers Have Been Prepared On The Basis Of Original Thought And Research And Thus Reflect The Current Thinking And Developments Within The Complex Areas Of Business Horizon. The Papers Represent Various Theoretical Concepts And Their Application For The Successful Management Of The Organisations In Addition To Providing The Basic Guidelines For Conducting Research To Various Stakeholders. The Articles Are Contributed By Academicians From National And International Universities. The Book Will Prove To Be Useful To All Stakeholders In Business Including Practitioners, Researchers, Students And Faculty At National And International Levels. It Will Act As A Supplementary Text And A Good Reference Book For Post Graduate And Research Students Of Commerce, Management And Related Areas Of Social Science.

RESEARCH METHODS FOR BUSINESS

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

RESEARCH METHODS FOR BUSINESS STUDENTS

Pearson Education Brings the theory, philosophy and techniques of research to life and enables students to understand the relevance of the research methods. This book helps you learn from worked examples and case studies based on real student research, illustrating what to do and what not to do in your project.

BUSINESS RESEARCH METHODS

*Business Research Methods is the complete introduction to doing business research and is an ideal guide for students embarking on a research project. Developed specifically with business and management students in mind, this textbook explores the nature and purpose of business research and the issues it entails, while also providing students with practical advice through "Tips and skills" boxes. In addition to a broad range of relevant examples, the book features a substantial discussion of ethics, and a strong emphasis on the most frequent challenges faced by students, such as choosing a research question, planning a project, and writing it up. Fresh voices and perspectives run throughout this edition. New author, Bill Harley, further internationalizes the book's coverage, based on his expertise in the Australian business and management context. Also hear from Amrit, Jordan, Anna, Ed, and Alex - an additional five students whose personal insights and advice in the "student experience" feature help you avoid common mistakes, and follow their successful strategies when undertaking your own research project. This edition has been extensively revised, updated, and streamlined. Coverage of E-Research is now woven throughout the entire book to reflect the centrality of internet-based research methods. The book is accompanied by a suite of online resources that include: For students: * Multiple choice questions * Research Project guide * Interviews with students * Data sets * Using Excel in data analysis (in Excel) * Web links For lecturers: * Test bank * Discussion questions * PowerPoint slides * Lecturer's guide * Case studies * Figures and plates from the text * VLE cartridge*

STATISTICAL METHODS IN E-COMMERCE RESEARCH

John Wiley & Sons This groundbreaking book introduces the application of statistical methodologies to e-Commerce data With the expanding presence of technology in today's economic market, the use of the Internet for buying, selling, and investing is growing more popular and public in nature. Statistical Methods in e-Commerce Research is the first book of its kind to focus on the statistical models and methods that are essential in order to analyze information from electronic-commerce (e-Commerce) transactions, identify the challenges that arise with new e-Commerce data structures, and discover new knowledge about consumer activity. This collection gathers over thirty researchers and practitioners from the fields of statistics, computer science, information systems, and marketing to discuss the growing use of statistical methods in e-Commerce research. From privacy protection to economic impact, the book first identifies the many obstacles that are encountered while collecting, cleaning, exploring, and analyzing e-Commerce data. Solutions to these problems are then suggested using established and newly developed statistical and data mining methods. Finally, a look into the future of this evolving area of study is provided through an in-depth discussion of the emerging methods for conducting e-Commerce research. Statistical Methods in e-Commerce Research successfully bridges the gap between statistics and e-Commerce, introducing a statistical approach to solving challenges that arise in the context of online transactions, while also introducing a wide range of e-Commerce applications and problems where novel statistical methodology is warranted. It is an ideal text for courses on e-Commerce at the upper-undergraduate and graduate levels and also serves as a valuable reference for researchers and analysts across a wide array of subject areas, including economics, marketing, and information systems who would like to gain a deeper understanding of the use of statistics in their work.

BUSINESS RESEARCH METHODS AND STATISTICS USING SPSS

SAGE Business Research Methods and Statistics Using SPSS provides a simple, easy to follow, and non-mathematical approach to understanding and using quantitative methods and statistics. It is solidly grounded in the context of business and management research, enabling students to appreciate the practical applications of the techniques and procedures explained. The book is comprehensive in its coverage, including discussion of the business context, statistical analysis of data, survey methods, and reporting and presenting research. A companion website also contains four extra chapters for the more advanced student, along with PowerPoint slides for lecturers, and additional questions and exercises.

BUSINESS STATISTICS & RESEARCH METHODS FOR UGC NET JRF COMMERCE

UGC NET JRF COMMERCE BOOK | STUDY MATERIALS

Innovative Institute

BUSINESS RESEARCH METHODOLOGY

RESEARCH PROCESS AND METHODS

Springer This book introduces students to major research processes and methods used in business research. The research process includes all steps in the research project beginning from the problem formulation, through research design, proposal, conducting the research, deriving conclusions, writing research report, and preparing and making presentation. The major research methods include risk assessment, statistics, sampling, hypothesis testing, surveys, and comparative analysis. It helps students develop solid knowledge and practical skills sufficient for conducting a research project from its initiation, through completion, and delivery. The author provides multiple examples as well as the questions and problems for self-testing and self-evaluation in each chapter. The book is structured to provide a smooth flow of understanding and learning the material along the learning curve and is concise enough to fit a one-semester course.

BUSINESS RESEARCH

A GUIDE TO PLANNING, CONDUCTING, AND REPORTING YOUR STUDY

SAGE Publications A concise, simplified approach to the research process in business and management, guiding students step-by-step through their research project, from exploring questions and problems, to designing the research, and lastly, writing the results. Chapters include a design matrix and three sets of questions by research objective to help identify the designs that are appropriate for a project and why. There are also seven road marker activities -exploring, planning, creating, conducting, collecting, analyzing, and writing - directing students from one milestone to the next. Key features include: Statistical Decision Trees enabling students to bypass the typical statistics chapters and select the appropriate analysis based on prior learning Global narrative highlighting a wide spectrum of business research challenges. An APA style how-to guide with over 26 exhibits that includes writing examples using permissions for articles and a 2016 thesis. Qualitative research and mixed designs. Real world case studies blending business research within the context of successful organizations. The book is supported by online resources for instructors and students, including: PowerPoint slides, an instructor's manual, author selected videos, cases and data sets from SAGE SRM. Suitable for Business

and management students undertaking a research project or research paper.

A DICTIONARY OF BUSINESS RESEARCH METHODS

Oxford University Press This accessible new dictionary provides clear and authoritative definitions of terms, approaches, and techniques in the area of business research methods. It covers research philosophies including research design and qualitative and quantitative methods, types of data and data collection techniques, and organizing and reporting research finding. It is an invaluable resource for students, academics, and professionals learning about research methods as part of a business degree, and undertaking research in many fields including sociology, psychology, and marketing.

BUSINESS RESEARCH METHODS

STRATEGIES, TECHNIQUES AND SOURCES

Designed for students undertaking project and thesis work at graduate level, this text should guide those faced with projects and dissertations through the maze of research methods. The book's approach stresses methodological thinking as a pre-requisite for understanding the whole nature of the research process, and shows how this, combined with technical knowledge, will enable students to select effective research approaches and strategies.

HANDBOOK OF RESEARCH ON INNOVATION AND DEVELOPMENT OF E-COMMERCE AND E-BUSINESS IN ASEAN

IGI Global Business-to-consumer (B2C) and consumer-to-consumer (C2C) e-commerce transactions, including social commerce, are rapidly expanding, although e-commerce is still small when compared to traditional business transactions. As the familiarity of making purchases using smart devices continues to expand, many global and regional investors hope to target the ASEAN region to tap into the rising digital market in this region. The Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN is an essential reference source that discusses economics, marketing strategies, and mobile payment systems, as well as digital marketplaces, communication technologies, and social technologies utilized for business purposes. Featuring research on topics such as business culture, mobile technology, and consumer satisfaction, this book is ideally designed for policymakers, financial managers, business professionals, academicians, students, and researchers.

EMPIRICAL RESEARCH FOR FUTURISTIC E-COMMERCE SYSTEMS: FOUNDATIONS AND APPLICATIONS

FOUNDATIONS AND APPLICATIONS

IGI Global Recently, there has been an increase in the number of e-commerce users. This has caused online shopping to become a new and challenging market for e-commerce vendors. Security, inventory management, reliability, and performance of e-commerce websites are a few of the challenges associated with the rising popularity of e-commerce. On a daily basis, millions of e-commerce transactions are taking place. This generates a huge amount of data that can be used to solve the various challenges of e-commerce. Further study on how this data can be used to address these issues is required to propel businesses forward. *Empirical Research for Futuristic E-Commerce Systems: Foundations and Applications* shares experiences and research outcomes on all aspects of intelligent software solutions such as machine learning, nature-inspired computing, and data science for business-to-consumer (B2C) e-commerce. By looking at the exponential growth of the e-commerce market and its popularity, this book also focuses on the current issues, solutions, and future possibilities in the B2C model of e-commerce. Covering a range of critical topics such as online shopping, supply chain management, and blockchain, this reference work is ideal for academic scientists, data scientists, software developers, business experts, researchers, scholars, practitioners, academicians, instructors, and students.

DOING YOUR DISSERTATION IN BUSINESS AND MANAGEMENT

THE REALITY OF RESEARCHING AND WRITING

SAGE e question of how to choose a research project is answered.

RESEARCH ANTHOLOGY ON E-COMMERCE ADOPTION, MODELS, AND APPLICATIONS FOR MODERN BUSINESS

IGI Global In the next few years, it is expected that most businesses will have transitioned to the use of electronic commerce technologies, namely e-commerce. This acceleration in the acceptance of e-commerce not only changes the face of business and retail, but also has introduced new, adaptive business models. The experience of consumers in online shopping and the popularity of the digital marketplace have changed the way businesses must meet the needs of consumers. To stay relevant, businesses must develop new techniques and strategies to remain competitive in a changing commercial atmosphere. The way in which e-commerce is being implemented, the business models that have been developed, and the applications including the benefits and challenges to e-commerce must be discussed to understand modern business. *The Research Anthology on E-Commerce Adoption, Models, and*

Applications for Modern Business discusses the best practices, latest strategies, and newest methods for implementing and using e-commerce in modern businesses. This includes not only a view of how business models have changed and what business models have emerged, but also provides a focus on how consumers have changed in terms of their needs, their online behavior, and their use of e-commerce services. Topics including e-business, e-services, mobile commerce, usability models, website development, brand management and marketing, and online shopping will be explored in detail. This book is ideally intended for business managers, e-commerce managers, marketers, advertisers, brand managers, executives, IT consultants, practitioners, researchers, academicians, and students interested in how e-commerce is impacting modern business models.

RESEARCH METHODS FOR BUSINESS AND MANAGEMENT

Macmillan Coll Division

ESSENTIALS OF BUSINESS RESEARCH METHODS

Routledge Managers increasingly must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include such critical topics as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only such book that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive and much easier to understand than in other works. The book features a realistic continuing case throughout the text that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as Ethical Dilemma mini - cases, and interactive Internet applications and exercises.

DOING RESEARCH IN BUSINESS AND MANAGEMENT

AN INTRODUCTION TO PROCESS AND METHOD

SAGE Publications Limited This wide-ranging text comprehensively overviews management research and research methodology. The authors take the reader through all the major stages of the research process and introduce the key methods. After highlighting the different contexts and purposes, strategies and tactics, programmes and processes of management research, the authors provide

detailed coverage of the relevant research approaches and methods. They discuss the interrelationship of theoretical and empirical research, and how these apply to practice. The implications of using quantitative and qualitative methods are examined, and practical advice is given on the available analysis techniques and software packages.

ESSENTIALS OF BUSINESS RESEARCH METHODS

Routledge This work provides research techniques for people who aren't data analysts but need to navigate their way through seemingly unlimited data. It offers a straightforward, hands-on approach to the process of gathering and using data to make clear business decisions.

THE ANNUAL REPORT OF THE SECRETARY OF COMMERCE

The first annual report submitted December 16, 1913, "being the eleventh annual report of so much of the former Department of commerce and labor as is now included within the Department of commerce," contains an outline of the work of the department. Another issue is dated 1914.

RESEARCH ANTHOLOGY ON MACHINE LEARNING TECHNIQUES, METHODS, AND APPLICATIONS

IGI Global Machine learning continues to have myriad applications across industries and fields. To ensure this technology is utilized appropriately and to its full potential, organizations must better understand exactly how and where it can be adapted. Further study on the applications of machine learning is required to discover its best practices, challenges, and strategies. The Research Anthology on Machine Learning Techniques, Methods, and Applications provides a thorough consideration of the innovative and emerging research within the area of machine learning. The book discusses how the technology has been used in the past as well as potential ways it can be used in the future to ensure industries continue to develop and grow. Covering a range of topics such as artificial intelligence, deep learning, cybersecurity, and robotics, this major reference work is ideal for computer scientists, managers, researchers, scholars, practitioners, academicians, instructors, and students.

RESEARCH METHODOLOGY

TECHNIQUES AND TRENDS

CRC Press Research Methodology: Techniques and Trends focuses on both undergraduate and post graduate courses; and it helps

readers understand the basic concepts and the application of results directly to real life business, industry and research organizations. Features: Review questions are included at the end of each chapter, to test conceptual understanding of the subject and put theory into practice, which help in the understanding of key concepts and ideas. In-depth coverage of concepts and techniques. Tables and figures are presented to illustrate the concepts and techniques. Provides students with essential guidance on how to carry out their own research projects. Covers a wide range of research methods, approaches to research, and ways of carrying out analysis of data. This is a textbook on research methodology for doctoral and post-doctoral programs; post graduate courses such as MSc, MBA, MCA, MS, etc., to name a few. Though the book is primarily addressed to students, it is equally useful to researchers and entrepreneurs as well.

ECONOMICS, INFORMATION SYSTEMS, AND ELECTRONIC COMMERCE: EMPIRICAL RESEARCH

Routledge The methods and thinking of economics permeate a large part of the IS discipline. Reciprocally, newly emerging research methods relying on the IT-enabled treatment of massive data aggregates feed economic research. As new and radical forms of IT innovation continue to energize electronic commerce, IS researchers face a daunting task in using existing empirical methods and tools to understand the threats, opportunities, risks, and rewards of these new techniques. This groundbreaking volume leads the way. It introduces new methodological approaches to data analysis as well as new techniques for collecting and cataloging transactional data. The ideas it presents have broad appeal and demonstrate what is possible when new techniques and new ways of thinking are brought to bear on complex research problems.

BUSINESS RESEARCH MADE EASY

Juta and Company Ltd Are you interested in postgraduate studies but worried about the research component? Are you faced with a complex business problem and do not know how to go about solving it? With changes in the world of work come new theories, new meanings and new applications. These require scientific methodologies and research strategies to obtain data and analyse it in such a way that the outcomes are reliable and generalisable. Research is synonymous with knowledge-creating which, in turn, is linked to innovation. Both of these are critical for economic and social development, as well as business development. But not all business practitioners are good researchers. And the broad landscape of the modern business world begs for a set of plans and models that can simultaneously provide stability and a breadth of development. This book offers this. The book provides easy referencing to most research techniques in the business domain. Depending on the problem at hand, there are numerous quantitative and qualitative methods described, as well as ways and means to write down the main problem. Beginners and specialists are reminded how to read

and write academically and how to become good researchers.

DOING RESEARCH IN BUSINESS AND MANAGEMENT

La 4e de couverture indique : "If you need any help with your research project or dissertation then this fully revised and updated 2nd edition is ideal for you. Doing Research in Business and Management brings research methods to life, covering critical literature review projects, projects using existing data, and those projects where you collect your own data. It explains how to write your research proposal and complete your entire research project. The concise and easy-to-read style combined with clear tables and diagrams makes it highly accessible. 'Definition' boxes explain key terms and 'Research in practice' boxes show how research is used in real life, making this the book you need to successfully complete your project. New to the 2nd edition: latest sources of online secondary data, extended discussion of research philosophies and theory development, using observation, and how to reference. Don't forget to visit www.pearsoned.co.uk/saunders for online tutorials on research software, such as SPSS, and where you can search the Internet more efficiently and effectively with our Smarter Online Searching Guide!"

FOREIGN COMMERCE WEEKLY

ADVANCED RESEARCH ON ELECTRONIC COMMERCE, WEB APPLICATION, AND COMMUNICATION

INTERNATIONAL CONFERENCE, ECWAC 2011, GUANGZHOU, CHINA, APRIL 16-17, 2011. PROCEEDINGS

Springer Science & Business Media The two-volume set CCIS 143 and CCIS 144 constitutes the refereed proceedings of the International Conference on Electronic Commerce, Web Application, and Communication, ECWAC 2011, held in Guangzhou, China, in April 2011. The 148 revised full papers presented in both volumes were carefully reviewed and selected from a large number of submissions. Providing a forum for engineers, scientists, researchers in electronic commerce, Web application, and communication fields, the conference will put special focus also on aspects such as e-business, e-learning, and e-security, intelligent information applications, database and system security, image and video signal processing, pattern recognition, information science, industrial automation, process control, user/machine systems, security, integrity, and protection, as well as mobile and multimedia communications.

UNDERSTANDING BUSINESS RESEARCH

John Wiley & Sons Explore the essential steps for data collection, reporting, and analysis in business research Understanding Business

Research offers a comprehensive introduction to the entire process of designing, conducting, interpreting, and reporting findings in the business environment. With an emphasis on the human factor, the book presents a complete set of tools for tackling complex behavioral and social processes that are a part of data collection in industry settings. Utilizing numerous real-world examples throughout, the authors begin by presenting an overview of the research process, outlining key ideas relating to the business environment, ethics, and empirical methods. Quantitative techniques and considerations that are specific to business research, including sampling and the use of assessments, surveys, and objective measures are also introduced. Subsequent chapters outline both common and specialized research designs for business data, including: Correlational Research Single Variable Between-Subjects Research Correlated Groups Designs Qualitative and Mixed-Method Research Between-Subjects Designs Between-Subjects Factorial Designs Research with Categorical Data Each chapter is organized using an accessible, comprehensive pedagogy that ensures a fluid presentation. Case studies showcase the real-world applications of the discussed topics while critical thinking exercises and Knowledge Checks supply questions that allow readers to test their comprehension of the presented material. Numerous graphics illustrate the visual nature of the research, and chapter-end glossaries outline definitions of key terms. In addition, detailed appendices provide a review of basic concepts and the most commonly used statistical tables. Requiring only a basic understanding of statistics, Understanding Business Research is an excellent book for courses on business statistics as well as business and management science research methods at the graduate level. The book is also a valuable resource for practitioners in business, finance, and management science who utilize qualitative and quantitative research methods in their everyday work.

ATOMIC ENERGY RESEARCH REPORTS FOR SALE BY THE U.S. DEPARTMENT OF COMMERCE, OFFICE OF TECHNICAL SERVICES

PRICE LIST

ECRM2014-PROCEEDINGS OF THE 13TH EUROPEAN CONFERENCE ON RESEARCH METHODOLOGY FOR BUSINESS AND MANAGEMENT STUDIES

ECRM 2014

Academic Conferences Limited

EBOOK: STUDY SKILLS FOR BUSINESS AND MANAGEMENT STUDENTS

McGraw-Hill Education (UK) This practical handbook is an essential course companion for business and management students at degree level. It contains case studies, exercises, tips and self-assessment tools that will help students with their personal and professional development. The book covers key areas, such as: Learning and teaching methods Study strategies Time management Research methods Assessment activities Exam techniques Job searching And it also emphasizes the skills that are key for business and management courses, which include: Academic writing Critical and reflective thinking Effective communication Interpersonal skills Project management Research skills Team working Study Skills for Business and Management Students has been carefully structured to be used throughout a degree course in order to hone the skills necessary to get a good degree and begin a successful career. An accompanying website www.openup.co.uk/businesssuccess has more information on related careers with up-to-date web links.

MODERNIZING THE ACADEMIC TEACHING AND RESEARCH ENVIRONMENT

METHODOLOGIES AND CASES IN BUSINESS RESEARCH

Springer This book constitutes a valuable manual for young and seasoned business researchers alike, and provides a comprehensive summary for the whole research journey. It is a must-read for all researchers who need to understand the basics of business research, from identifying research topics, to planning and organizing the research process, and selecting the most appropriate methodology for the topic at hand. This book also provides insights on how to avoid common pitfalls in business research and outlines the research skills needed to write a fine piece of research. In order to capture the innovative element of research, the book also highlights methods for thinking outside the box. It also stresses the importance of respecting ethics while conducting business research. Lastly, it presents important cases and provides hands-on training for preparing survey tools. Readers looking to master business research won't want to miss out on this unique and insightful book.

ELECTRONIC COMMERCE IN SMALL TO MEDIUM-SIZED ENTERPRISES

FRAMEWORKS, ISSUES, AND IMPLICATIONS

IGI Global This work addresses eCommerce issues in small to medium-sized enterprises (SMEs) in a global setting. It covers issues that are of importance to researchers, students, and professionals interested in the eCommerce field in SMEs.

COMMERCE BUSINESS DAILY

BUSINESS RESEARCH METHODS. THEORY AND PRACTICE

ESIC The Industrial Revolution favored the growth of supply, until its surplus with regards to demand led to the paradigm shift from focusing on the product (“a good product sells itself”), or production (“a cheap product sells itself”), to the emphasis on customer relationships (“understanding consumer needs through market research”). Therefore, economic and technological development facilitated the incorporation of the business research discipline into the process of decision making—in the beginning—and business intelligence processes—these days—in order to make well informed decisions at lower economic risks (Méndez del Río, 2006). Thus, this book provides managers and students alike, with a clear analysis of business research methods, combining the knowledge, understanding and skills necessary to complete a successful research project. Readers will learn from proven examples and case studies based on real life situations, which complement theoretical concepts and clearly illustrate how to do an appropriate market research. With each chapter, the reader is guided through all the stages of a market research process -from problem recognition to final report writing. This book offers both a deep understanding and at the same time permits judgment and analysis from a financial-audit perspective. It reviews and develops easy-to-follow theoretical and practical concepts in a simple, concise and clear structure that facilitate the application of business research methods to a wide variety of business sectors. Contents Introduction.- PART I: GATHERING THE DATA. Nature and Characteristics of Marketing Research.- Marketing Research Organization and Planning.- Sources and Tools of Market Research Data.- Measurement Scales and Questionnaire.- Surveys.- Panels.- Marketing Experimental Research.- Observation.- Qualitative Tools.- Theory and Practice of Sampling.- Fieldwork.- PART II: ANALYSING THE DATA. Survey Code and Tabulation.- Hypothesis Testing.- PART III: THE REPORT. The Report.- Figure Index.- Table Index .

BUSINESS RESEARCH METHODS

Pearson Education India

UNDERSTANDING BUSINESS RESEARCH

John Wiley & Sons Explore the essential steps for data collection, reporting, and analysis in business research Understanding Business Research offers a comprehensive introduction to the entire process of designing, conducting, interpreting, and reporting findings in the business environment. With an emphasis on the human factor, the book presents a complete set of tools for tackling complex behavioral and social processes that are a part of data collection in industry settings. Utilizing numerous real-world examples

throughout, the authors begin by presenting an overview of the research process, outlining key ideas relating to the business environment, ethics, and empirical methods. Quantitative techniques and considerations that are specific to business research, including sampling and the use of assessments, surveys, and objective measures are also introduced. Subsequent chapters outline both common and specialized research designs for business data, including: Correlational Research Single Variable Between-Subjects Research Correlated Groups Designs Qualitative and Mixed-Method Research Between-Subjects Designs Between-Subjects Factorial Designs Research with Categorical Data Each chapter is organized using an accessible, comprehensive pedagogy that ensures a fluid presentation. Case studies showcase the real-world applications of the discussed topics while critical thinking exercises and Knowledge Checks supply questions that allow readers to test their comprehension of the presented material. Numerous graphics illustrate the visual nature of the research, and chapter-end glossaries outline definitions of key terms. In addition, detailed appendices provide a review of basic concepts and the most commonly used statistical tables. Requiring only a basic understanding of statistics, *Understanding Business Research* is an excellent book for courses on business statistics as well as business and management science research methods at the graduate level. The book is also a valuable resource for practitioners in business, finance, and management science who utilize qualitative and quantitative research methods in their everyday work.

HANDBOOK OF RESEARCH IN MOBILE BUSINESS: TECHNICAL, METHODOLOGICAL, AND SOCIAL PERSPECTIVES

TECHNICAL, METHODOLOGICAL, AND SOCIAL PERSPECTIVES

IGI Global "This reference book brings together various perspectives on the usage and application of mobile technologies and networks in global business"--Provided by publisher.