

Research About Business Management

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Advances in Pharma Business Management and Research Springer Nature

Doing Research in Business and Management brings the theory and techniques of research methods to life and covers all of the areas of research, from a review of secondary data or literature, or writing a research proposal, to completing an entire research project. The book is written for students on undergraduate and postgraduate degree programmes in business, management or related disciplines.

Doing Research in Business and Management SAGE

'This meticulous book submits research and the research process to deep scrutiny. It debunks the unhelpful dichotomy between quantitative and qualitative research and highlights the great value of multi-method and interactive research, approaches that have greatly deepened our thinking.' – Professor Adrian Payne, University of New South Wales, Australia / Professor Pennie Frow, University of Sydney
 Setting out to dispel the argument that case study research lacks the science, theory and therefore validity of other forms of research, Evert Gummesson combines many decades of experience as both a renowned scholar and a reflective practitioner to effectively bridge the divide between case theory and how it is applied in practice. Bringing the fundamental strengths of cases to the fore, Gummesson introduces the 'Case Theory' concept as an expanded version of case study research which includes both methodology and the types of results that emerge by: Guiding the reader in the theoretical and philosophical underpinning Demonstrating how to translate theory to pertinent research practice that address the real and consequential issues in business and management today. This book will appeal to students, academics and researchers who are interested in the science and philosophy behind case study research as well as the methodology and a thought-provoking read for anyone who wants to be challenged about their belief of case study theory.

50 Short Case Studies in Business Management (UUM Press) Goodfellow Publishers Ltd

In Conducting Research Interviews, Catherine Cassell guides you through conceptualizing the interview, preparing for the research interview, conducting the interview, examples, conclusions and next steps. 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. [Business Research](#) Routledge

This insightful Research Agenda provides reflections on the state of the international business and management discipline and also highlights important future topics for research, as well as sharing a range of thought-provoking ideas on key subjects from externalization theory to emerging market economies to societal crises and modern slavery.

[Delivering Impact in Management Research](#) SAGE

Shortlisted in the Management and Leadership Textbook Category at CMI Management Book of the Year Awards 2017 Are you undertaking (or thinking of doing) a Doctor of Business Administration (DBA) or other professional doctorate (PD) in business and management? Or perhaps you're supervising and delivering one of these programmes? This is your complete - and practical - guide to succeeding on this course. A Guide to Professional Doctorates in Business and Management has been written by a team of experts with experience of the challenges faced in both studying for and supervising professional doctorates in business and management. Inside they address the key issues faced, in particular how these courses differ from a traditional PhD, and the different skills and approach needed for success. Chapters explore the nature and importance of PDs as leading

change in the professional world of practice, and how they need to differ from traditional forms of doctorate such as PhDs. The guide also offers practical guidance on researching in this particular mode, and through writing and publishing a thesis, making a valuable contribution to professional knowledge.

[The SAGE Handbook of Qualitative Business and Management Research Methods](#) Bloomsbury Publishing

This accessible and expansive, yet remarkably concise textbook is designed to help readers with their research project. As well as guiding them through the key methods of collecting and analysing qualitative data, this book provides invaluable information on writing up their research and how to get published. Now in its third edition, Qualitative Research in Business and Management has been fully updated to include a range of recent examples of aspects of qualitative research in action, and a new look at the methods and ethics of using social media data.

[Researching Business and Management](#) Edward Elgar Publishing

This research handbook provides a comprehensive, integrative, and authoritative resource on the main strategic management issues for companies within the e-business context. It covers an extensive set of topics, dealing with the major issues which articulate the e-business framework from a business perspective. The handbook is divided into the following e-business related parts: background; evolved strategic framework for the management of companies; key business processes, areas and activities; and, finally, emerging issues, trends and opportunities, with special attention to diverse Social Web-related implications. The articles are varied, timely and present high-quality research; many of these unique contributions will be especially valued and influential for business scholars and professionals interested in e-business. Many of the contributors are outstanding business scholars who are or have been editors-in-chief of top-ranked management and business journals or have made significant contributions to the development of their respective fields.

Qualitative Research in Business and Management Edward Elgar Publishing

The book Anti-Corruption in Management Research and Business School Classrooms aims at presenting the topic of anti-corruption activities throughout management research as well as in the process of educating future business leaders and practitioners in business schools in different parts of the globe. Simultaneously the book deepens the topic of anti-corruption in selected cultures and societies. The volume consists of four parts and includes three themes. The first part is the "Introduction" and subsequent parts are as follows: "Teaching business ethics and anti-corruption—across curriculum and beyond", "Fostering integrity in higher education", and "Anti-corruption as a topic of research." This book is authored by a range of international scientists and experts in management research and management education, with a diversity of cultural and professional backgrounds. It is therefore believed that this broad experience and expertise will give the readers the new light for the significance of teaching and researching in the area of anti-corruption.

Doing Research in Business and Management SAGE

In Analysing Quantitative Survey Data, Jeremy Dawson introduces you to the key elements of analysing quantitative survey data using classical test theory, the measurement theory that underlies the techniques described in the book. The methodological assumptions, basic components and strengths and limitations of this analysis are explained and with the help of illustrative examples, you are guided through how to conduct the key procedures involved, including reliability analysis, exploratory and confirmatory factor analysis. 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.

Rethinking the Case Study in International Business and Management Research SAGE

This entry-level text describes a tested top-down enterprise-wide approach to managing organizations with a predominant portion of their product being scientific or technological research. It focuses on executive performance and strategic forecasting and planning; goal-setting; communications and marketing, and operations management to realize strategic objectives. This book will be of interest to entrepreneurs, established scientists and engineers and to those studying toward an MBA with specialization in research institutions and major research infrastructures, preparing them to move from research or academia into their first managerial position. It also provides valuable advice and guidance for established middle and senior management in established research enterprises. Features: Provides an accessible and easy to follow introduction to strategic management methodologies Explores best practices for communication, marketing, and risk management Discusses workforce management as related to realizing strategic goals and plans *Handbook of Strategic e-Business Management* UUM Press

Managing and organizing are now central phenomena in contemporary societies. It is essential they are studied from a variety of perspectives, and with equal attention paid to their past, their present, and their future. This book collects opinions of the trailblazing scholars concerning the most important research topics, essential for study in the next 15-20 years. The opinions concern both traditional functions, such as accounting and marketing, personnel management and strategy, technology and communication, but also new challenges, such as diversity, equality, waste and cultural encounters. The collection is intended to be inspiration for young scholars and an invitation to a dialogue with practitioners.

Template Analysis for Business and Management Students SAGE

Doing Research in Business and Management has been written to help students obtain a thorough understanding of the main methodological issues and options that are available to them as business and management researchers undertaking a masters or doctoral degree. Doing Research in Business and Management takes the reader through all of the important issues that need to be understood if a competent piece of research is to be produced at the masters or doctoral level in the business and management studies. The authors explain the interrelationship between the theoretical and empirical research as well as the differences between positivism and phenomenology. Not only do they put these concepts in context for the business and management student, but they go on to discuss how these different approaches are used in practice. Furthermore, the authors discuss the implications of quantitative and qualitative approaches to research. The book offers high-level advice on different numerical techniques available to researchers as well as different software packages that may be used for analyzing qualitative data. The book also discusses the use of the Internet to support research in masters and doctoral programs.

A Practical Introduction to Mixed Methods for Business and Management CRC Press

Follow the dream of owning a successful small business with the insights found in Longenecker/Petty/Palich/Hoy's market-leading SMALL BUSINESS MANAGEMENT: LAUNCHING AND GROWING ENTREPRENEURIAL VENTURES, 19E. This market-leading book provides the practical concepts, entrepreneurial insights, and comprehensive resources you'll find essential both now and throughout your management future. The book places you in the role of decision-maker, allowing you to immediately apply what you've learned to current challenges in today's small businesses. The authors provide the background you need to create, manage and analyze a business plan for your own venture. Unforgettable examples, current cases and coverage of the most current developments in business management today keep this engaging book as current and practical now as it was when it led the market with its first edition more than 50 years ago. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

SAGE

This open access book presents a unique collection of practical examples from the field of pharma business management and research. It covers a wide range of topics such as: 'Brexit and its Impact on pharmaceutical Law - Implications for Global Pharma Companies', 'Implementation of Measures and Sustainable Actions to Improve Employee's Engagement', 'Global Medical Clinical and Regulatory Affairs (GMCRA)', and 'A Quality Management System for R&D Project and Portfolio Management in a Pharmaceutical Company'. The chapters are summaries of master's theses by "high potential" Pharma MBA students from the Goethe Business School, Frankfurt/Main, Germany, with 8-10 years of work experience and are based on scientific know-how and real-world experience. The authors applied their interdisciplinary knowledge gained in 22 months of studies in the MBA program to selected practical themes drawn from their daily business.

Conducting Case Study Research for Business and Management Students 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!"

Conducting Action Research for Business and Management Students John Wiley & Sons

The Higher Education Institutions that run business management programs in Malaysia is under severe criticism from industry that the passing out management graduates do not have adequate practical exposure to the industry and lack of practical skills to deal industrial issues proactively as the catalyst of change. This indicates that the traditional management education curriculum, as presently constituted, may not be adequately preparing individuals for the challenges they experience as professional managers. To deal with this issue, many management institutes are adopting case study as a pedagogy, a hypothetical or actual business situation to formulate a recommended policy or decision based on the facts and figures provided, to induce practical exposure to the students by simulating case situations, which improve students analytical skills and decision-making skills. A case study in business management course is a rigorous analysis of an incident, situation, person, crisis or any such phenomenon or concept, in relation to industry, business or people in the organisations.

Conducting Research Interviews for Business and Management Students Routledge

Part of SAGE's Mastering Business Research Methods series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan, the series is designed to support business and management students with their research-based dissertations by providing in-depth and practical guidance on using a chosen method of data collection or analysis. The books are written in a concise and accessible way, and contain a range of features, including checklists and a glossary, designed to support self-guided research. In Case Study Research, Bill Lee and Mark Saunders describe the properties of case study designs in organizational research, exploring the uses, advantages and limitations of case research. They also demonstrate the flexibility that case designs offer, and challenges the myths surrounding this approach. 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. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books. *Management and Business Research* SAGE

Mixed Methods Research for Business and Management guides students and researchers through how to use this methodology successfully in a research-based dissertation or project. The book introduces the concepts and debates associated with combining methods, and illustrates the many benefits, and hazards, of undertaking a mixed methods study. Example studies from across business and management disciplines bring the text to life throughout. The reader is taken step-by-step through the mixed methods process from developing a mixed methods study, through designing and conducting it, and finally, reporting on the results. Suitable for business and management students and researchers undertaking their own mixed methods research.

Anti-Corruption in Management Research and Business School Classrooms SAGE Publications

The present book project on Research Design, which is planned in English, is intended to create an innovative textbook that can be used at university undergraduate and graduate levels in internationally oriented education in the German-speaking countries. This textbook shall provide comprehensive guidance for students when tackling their (applied) research papers. Instead of reiterating qualitative and quantitative methods it focuses on how to come up with an appropriate research design that allows the student to make the intended intellectual contribution. Starting from the desired (hypothetical) conclusion or statement the student will be guided through the process of finding the appropriate Research Question that will be answered by such a statement and the required Research Design consisting of data collection and data analysis, that allows for such a statement as the conclusion of the study. Common Research Designs in Business and Management, i.e. well beyond the standard Research Designs of Social Sciences and curtailed to the focus area, will be described with regard to their suitability to answer specific kinds of questions as well as the idiosyncrasies of these Designs and their impact on the written research reports. Examples for each Research Design will be provided as well as guidance about how to write about such research.

Research Design for Business & Management SAGE

This book showcases new research in sport business management around the world, offering a platform for the international exchange of ideas, best practices, and scientific inquiries in a globalized sport economy. Featuring work from leading sport management scholars from around the world - including North America, South America, Europe, Africa, and Asia - the book addresses a variety of global, regional, national, and community issues that are central to successful sport management. Combining both qualitative and quantitative studies, it explores key themes such as the emergent environment, managing change, organizational transformation, application of technology, marketing and promotion, and research protocols. New case studies cover topics such as entrepreneurship and innovation, sport broadcasting, digital technologies, youth and college sports, and the development of the sport management curriculum. International Sport Business Management is a fascinating reading for all students and scholars of sport management, sport business, and sport marketing, as well as for any professional working in the sport and leisure industries.

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