

CONTENTS

Introduction 1

PART ONE Planning your project 9

01 The nature of business research 11

What is scholarly literature? 12

How do I develop a good research question (RQ)? 16

How may I use scholarly literature in my project? 19

How may I use theory? 21

02 Methodology and methods 25

What is research methodology? 26

What has methodology got to do with research methods? 41

How may I design my research? 44

How should I use my 'case study'? 46

What research methods should I use for my project? 50

PART TWO 'Doing' your project 71

03 The project proposal 73

Project proposals 74

Contents of a project proposal 76

Critical and analytical thinking 82

Prior planning prevents poor performance 83

04 Collecting quantitative data 85

Finding quantitative data 85

Secondary data 86

	Primary data	90
	Designing a successful survey	90
	Methods of collecting survey data	93
	Designing your questionnaire	95
05	Collecting qualitative data through interviews	99
	Interviewing types and design	102
	Focus groups	106
	Interviewing references and further websites	109
	Chapter appendix: Interview Protocol	111
06	Collecting data as an ethnographer	113
	Participant observation	114
	Non-participative observation	115
07	Case study research	117
	Objectives	118
	The case study	119
	Using deductive theory in case studies	122
	Cross-sectional case study design	123
	Longitudinal case study design	123
	Case study tactics adopted for design quality	125
08	Collecting data: less common methods	127
	Mixed methods research	128
	Social network analysis	129
	Action research	130
	Delphi method	135
	Participant and non-participant observation	136
	How to use crowdsourcing as a research tool	139
	How to use a repertory grid	140
09	Ensuring data saturation	147
	Validity of quantitative data	148
	Reliability of quantitative data	148
	Significance of quantitative data	148

PART THREE Reporting your findings 153

10 **Analysing quantitative data** 155

Measures of central tendency 161

Measures of spread 162

Some notes on statistical testing 164

Variables: dependent and independent 169

11 **Analysing qualitative data** 173

Coding text 175

Checking 178

Causal mapping 180

Software for coding 181

PART FOUR Writing your report 187

12 **Discussing project findings** 189

Flawed reasoning 193

13 **Conclusion to your report** 197

How to begin your conclusion 198

Lessons to be learnt 199

Recommendations 199

14 **Reference lists** 201

15 **Writing your abstract** 203

16 **Conclusion** 207

Research question 212

Knowledge of cutting-edge research and theory 214

Research tools 216

Index 219