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Business and Management Devi Jankowicz

PhD Devi Jankowicz is Professor Emeritus,

ex-Chair in Constructivist Managerial

Psychology at the Graduate, Business

Research Methods 9 1. Research problems

and questions and how they relate to

debates in Research Methods

Recommended additional reading: Research

Methods for Business Students, (Saunders,

M, Lewis, P et al. 2007) Chapters 1 and 2 1.1

Chapter Overview 1.1.1 Learning Outcomes

By the end of this chapter successful

students will be able to: 1.,

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RESEARCH 5 BUSINESS RESEARCH

Business research can be described as a

systematic and organized effort to inves-

tigate a specific problem encountered in the

work setting, that needs a solution., Business

Research Methods 8 Research results in

theory Activities in a society are influenced

by various internal and external factors Small

organizations cannot afford to have research

on various issues Many people in society

depend on customs, traditions, routines and

practices for taking decision; instead of going

for research., LECTURE NOTES ON

BUSINESS RESEARCH METHODOLOGY

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Cooper and Pamela S Schindler,9/e,Tata,

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