

# Uma Sekaran Research Method 5th Edition

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research methods for business a skill building approach 5th edition is a concise and straightforward introduction for students to the world of business research the skill building approach provides students with practical perspectives on how research can be applied in real business situations maintaining uma sekaran s popular and accessible style of writing roger bougie draws upon his extensive experience of the field to present an up to date guide on business research for the aspiring future manager the fifth edition has a new chapter on qualitative data analysis featuring a case study of the research process the chapters on scientific investigation the broad problem area and defining the problem statement measurement of variables experimental designs sampling and quantitative data analysis have all been substantially revised additional real life cases have been included and examples are taken from europe asia and the us to give students a comprehensive view of modern business research methods

ethical issues relating to research and the aspects of business data collection and data analysis are integrated throughout the book the issues in cross national research in sampling and data collection are thoroughly discussed the qualitative quantitative aspects of research are brought together through a case study on the final chapter

market desc the book is intended for all business and marketing students taking research methods usually 2nd year and 3rd year as well as conversion masters and masters courses about the book reputed for its clear and practical approach sekaran offers a framework for conducting research in a scientific manner in all areas of business students learn to develop practical knowledge and skills to understand and carry out research projects this new edition is updated to strengthen areas of the text such as data analysis and to totally refresh the section on the role of technology and the use of statistical packages in research examples and scenarios will be updated and the book continues to emphasize managerial relevance and ethical implications throughout

known for its clear and practical approach this book offers a framework for conducting research in a scientific manner in all areas of business readers learn how to develop practical knowledge and skills to understand the ways in which systematic research can be conducted to describe explain and predict phenomena of interest pertaining to business the fourth edition will continue to be strong in delivering a technical approach while presenting more real world applications introduction to research scientific investigation technology and business research the research process steps 1 to 3 the broad problem area preliminary data gathering problem definition the research process steps 4 and 5 theoretical framework hypothesis development the research process step 6 elements of research design experimental designs measurement of variables operational definition and scales measurement scaling reliability validity data collection methods sampling data analysis and interpretation the research report managerial decision making and research

include s the main research philosophies and paradigms preparing research proposals evaluating business research articles and reports a deeper examination of the quantitative research applications and methods a more integrated and practical coverage of qualitative research australian and new zealand examples of business research and a fuller coverage of ethics in business research pref

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social sciences focuses specifically on the methodology for planning writing and submitting your dissertation thesis written by two methodology experts in the social sciences the book provides a step by step guide through each stage of the dissertation process it covers all aspects of the methodological considerations needed from choosing a topic or research question developing a literature review identifying research gaps accessing potential study participants utilizing the right sampling strategies analyzing data and writing up findings readers are introduced to the main research methods normally used in dissertations and their characteristics and they are guided to choose an appropriate research method for their study provide a substantial description of the selected method and articulate strong arguments in support of it the book is filled with templates exemplars and tools to help students write about methodology in their thesis and to equip readers to successfully troubleshoot any methodology challenges they may face this compact book will be of use to all graduate students and their supervisors in the social sciences and education and behavioural sciences who are looking for a guide to working with robust and defensible methodological principles in their dissertation research and theses

online business has been growing progressively and has become the major business platform within the past two decades the internet bulldozed the development of new business models and innovations that substantially changed the way businesses run today this led to a growth of advanced technologies used in online business such as data analytics machine learning and artificial intelligence with higher internet connectivity and the exponential growth of mobile devices shopping processes and behaviors were significantly affected as people are consistently connected online consumers can easily gain helpful product information and retail competitor information in myriad online channels this led to a profound effect on businesses where they began to invest in new technologies and business practices that aim to align with the effects of globalization given the rapid technology advancements both businesses and customers are presently experiencing an exponential upsurge in the implementation of new business processes and models impact of globalization and advanced technologies on online business models explores the ever changing field of running an online busines

and presents the current issues and challenges in online business triggered by global shifts in the online environment and technological changes the chapters draw from a wide range of technologies used in today s digital marketplace as well as recent development and empirical researches on online consumer behavior as such this book aims to contribute new dimensions in managing advancements in online business triggered by global and technology transformation this book is ideal for executives managers it consultants practitioners researchers academicians and students interested in globalization and the new technologies affecting online business models

this concise but comprehensive text explains the importance of a scientific approach to business research and problem solving projects requiring no prerequisites this text explains business research methods in a step by step manner

this 2 volume work includes approximately 1 200 entries in a z order critically reviewing the literature on specific topics from abortion to world systems theory in addition nine major entries cover each of the major disciplines political economy management and business human geography politics sociology law psychology organizational behavior and the history and development of the social sciences in a broader sense

in these competitive and turbulent times project organisations face severe challenges despite the advancement of project management tools and techniques the rate of project failure exceeds that of success regardless of calls for further empirical studies on the role of project leadership researchers struggle to find the best leadership styles for project success new digital transformation phenomena have forced organisations to offer more autonomy and decision making authority to those at lower hierarchical levels in this scenario top management support plays a facilitator role to the best of the researcher s knowledge no past studies have examined these critical project success factors simultaneously in a project environment embedded in the theories of contingency goal setting and social cognition this study raised the hypothesis that project managers leadership styles impact project success via the mediation of goal clarity empowerment and self leadership as well as the moderation of top management

support data was collected by administering a cross sectional survey to 289 project organisations in the it sector the results demonstrated that project managers transactional leadership style does not impact project success because goal clarity has an insignificant association with project success however the transformational leadership style showed a positive impact on project success because empowerment significantly and positively relates to project success the project manager s empowering leadership style was also found to positively influence project success through followers self leadership additionally top management support revealed a significant moderating role by strengthening the relationship between empowerment and project success this study successfully fills theoretical gaps by introducing a novel moderated mediation model the findings also offer useful insights to practitioners by revealing that project managers transformational leadership and empowering leadership are needed to enhance and encourage employee empowerment and self leadership and ultimately secure project success

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retail service quality is a vital driver in determining customer satisfaction which in turn promotes customer loyalty and reduces switching intentions service quality is a solution to build customer satisfaction which could lead to customer loyalty hence reducing switching intentions the current study has investigated the interrelationship between service quality customer satisfaction customer loyalty with switching intentions of customers and the moderating role of price discounts and store ethnicity in a single framework random sampling was used by administering standardized questionnaires personally to 450 hypermarket customers located in the eastern province of saudi arabia the results confirmed that retail service quality has significant positive influence on customer satisfaction and the positive effect of customer satisfaction on customer

loyalty besides the study verified store ethnicity and price discounts acted as moderating mechanism for explaining the switching intentions of satisfied and loyal customers the results serve as a guideline for top managers of the hypermarkets to design appropriate policies and strategies in terms of retail service quality price discounts and identifying the needs of ethnic groups in a particular region this will help to enhance customer satisfaction and customer loyalty hence reducing switching intentions of customers

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