Doing research in business & management: An essential guide to planning your project

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Abstract

About this book It is now fourteen years since we collaborated in the writing of our first research methods book. In 2009 the fifth edition was published (Saunders et al., 2009).

The success of that book suggests that research methods is a popular subject with business and management students. This may be so. But we think that it has more to do with the fact research methods is a complex area— one where it is easy to do things, but much less easy to do things right. When we planned the first book we had one overall mission in mind. That was to write a book in a way that came as near as possible to the way in which we taught our students. By this we mean that we wanted to be clear and straightforward, and explain things in a way that lost none of the complexity, or academic rigour of the subject. Over the years this mission has not altered. We feel just as passionate about clear communication as we did back in 1997. However, things in the world of business and management education have changed since 1997, and this book reflects those changes. In 1997 the normal requirement was for undergraduate students in their final year, to undertake a large piece of research which involved them in collecting their own data and was assessed by means of a written project report. This is now often not the case. Although some degree programmes still require students to complete an assessed research project, they may be told that, rather than collect their own data, they should use only data that have already been collected for some other purpose (secondary data), or alternatively, write an extended review of the literature. For a second category of students on undergraduate programmes the extent of their research work is a research methods module which is assessed by a research proposal. There is a third category, those business and management students who opt not to do a research project...
write your research proposal and complete your entire research project. Start your project with confidence and complete it with success!

Mark Saunders and Philip Lewis are the best-selling authors of Research Methods for Business Students, which has now sold over 250,000 copies worldwide. Mark Saunders is Professor in Business Research Methods at The Surrey Business School, University of Surrey, and Philip Lewis is a former Principal Lecturer at The Business School, University of Gloucestershire. Read more.

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+44 (0)1483 300800

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. Start your project with confidence and complete it with success! Mark Saunders and Philip Lewis are the best-selling authors of Research Methods for Business Students, which has now sold over 250,000 copies worldwide. Mark Saunders is Professor in Business Research Methods at The Surrey Business School, University of Surrey, and Philip Lewis is a former Principal Lecturer at The Business School, University of Gloucestershire. Read more. Product details.