

Advanced Research Methodology

1. Beginning stages of the Research Process-Types of Business Research-Stages in the Research Process-Problem definition and the Research Proposal-Exploratory research and Qualitative analysis-Secondary data.
2. Research Methods for Collecting Primary data-Survey research: An overview-Survey research: Basic methods of Communication with Respondents-Observation methods-Experimental research.
3. Measurement Concepts-Measurement and Scaling Concepts-Attitude Measurement-Questionnaire Design.
4. Sampling and Fieldwork-Sample Designs and Sampling procedures-Determination of Sample size: A review of Statistical Theory-Fieldwork.
5. Data Analysis & Presentation-Editing and Coding: Beginning to transform raw data into information-Basic Data Analysis: Descriptive Statistics-Univariate Statistics-Bivariate Analysis: Tests of Differences-Bivariate Analysis: Measures of Association-Multivariate Analysis-Communicating Research Results: Report, Presentation, and Follow up.

Recommended Books: Business Research Methods – William G. Zikmund;
Business Research Methods- Cooper and Schneider

Guidelines for Literature Review

Define the topic, together with your reason for selecting the topic. Identify overall trends, gaps, particular themes.

The literature review should present an overview of the subject, issue or theory under consideration, along with the objectives of the literature review.

The literature review should discover the areas of controversy in the literature.

Explains how each work is similar to and how it varies from the others.

The Literature review should be directly linked to the research question being developed.

Finally, summarize the major contributions, evaluating the current position, and pointing out flaws in methodology, gaps in the research, contradictions, and areas for further study.

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