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.
Doing Research in Business and Management: an essential guide to planning your project

Mark N.K. Saunders (Author)

From the Back Cover

Are you looking for advice about your research project? Are you not sure where to start, or how to choose your research topic? Doing Research in Business and Management brings research to life!

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Chapter 1: Choosing the right research topic. We suggest some novel ways in which you may decide upon your topic, offer guidance in deciding what constitutes an effective research topic, and consider some topics which may be problematic. In the latter part of the chapter we deal with the issue of defining suitable research questions and objectives.

Chapter 2: The literature review. We offer some practical suggestions on the way you may go about approaching your literature review and actually conducting it, particularly through the use of information technology. The chapter also explains what constitutes an effective critical literature review and offers guidance in how it may be structured.

Chapter 3: Research methods lecture. Every chapter ends with a summary of the main points in the chapter and a section called ‘Thinking about …’ Here we make suggestions as to how you may test and reinforce the learning you have achieved during the reading of the chapter. Throughout the book key research terms we use are isolated and placed in ‘Key terms definition’ boxes to make it easy for you to refresh your understanding of these terms as you read through chapter.

Chapter 4: Secondary data. We discuss the use of secondary data in research, the way it exists! But we also hope that you will enjoy reading it. Doing your research project should be fun! Mark and Phil

Chapter 5: Collecting and analysing data. As with the analysis of quantitative data we emphasise the way in which you may develop theory from the analysed data. Chapter 8 is devoted to the writing of the research proposal. It may sound strange, but we think that business and management students in the third category, those who opt not to do a research project at all, can gain just as much from this book as those in the other two categories. As a student you will spend much of your time studying material which is the result of careful research which has been scrutinised by the research community prior to publication. This scrutiny is a guarantee of good quality: that you should put your faith in what you have read. However, some of what you read may not have been through quite such a rigorous process. Knowing something about the research process enables you to ask the right questions of the material you are studying. It gives you the sense of healthy scepticism that is the hallmark of a university education. How might you use this book? We don’t anticipate that you will read this book progressively from chapter 1 through to chapter 8. In fact, you may not read all the chapters, although we certainly hope that you will! The reason we suspect is that you will choose those chapters that meet your own needs. This may be because you are in one of the categories we mentioned earlier, have specific questions about the research process you need to answer, or it may be that your research methods lecturers specify certain chapters. We’ve written the chapters in such a way that they stand alone. To some extent they draw inevitably on material from other chapters directly. Where this is so, we have cross-referenced to the relevant chapter. But the point remains that you can pick up any chapter in isolation and make sense of it.

This book is not a self-study text in the truest sense; there are no questions with model answers! However, we have included points in each chapter which facilitate an element of independent learning. Each chapter begins with a summary of content which we call ‘Why read this chapter?’ This gives you some idea of the chapter content and the approach we have taken to the topic being discussed. Each chapter contains a small number of examples of research called ‘Research in Practice.’ These serve to illustrate in a practical manner some of the points being made in the chapter, in much the same way as a lecturer would give practical examples in a research methods lecture. Every chapter ends with a summary of the main points in the chapter and a section called ‘Thinking about …’. Here we make suggestions as to how you may test and reinforce the learning you have achieved during the reading of the chapter. Throughout the book key research terms we use are isolated and placed in ‘Key terms definition’ boxes to make it easy for you to refresh your understanding of these terms as you read through chapter.

Chapter 6: Writing the research proposal. It may sound strange, but we think that business and management students in the third category, those who opt not to do a research project at all, can gain just as much from this book as those in the other two categories. As a student you will spend much of your time studying material which is the result of careful research which has been scrutinised by the research community prior to publication. This scrutiny is a guarantee of good quality: that you should put your faith in what you have read. However, some of what you read may not have been through quite such a rigorous process. Knowing something about the research process enables you to ask the right questions of the material you are studying. It gives you the sense of healthy scepticism that is the hallmark of a university education. How might you use this book? We don’t anticipate that you will read this book progressively from chapter 1 through to chapter 8. In fact, you may not read all the chapters, although we certainly hope that you will! The reason we suspect is that you will choose those chapters that meet your own needs. This may be because you are in one of the categories we mentioned earlier, have specific questions about the research process you need to answer, or it may be that your research methods lecturers specify certain chapters. We’ve written the chapters in such a way that they stand alone. To some extent they draw inevitably on material from other chapters directly. Where this is so, we have cross-referenced to the relevant chapter. But the point remains that you can pick up any chapter in isolation and make sense of it. This book is not a self-study text in the truest sense; there are no questions with model answers! However, we have included points in each chapter which facilitate an element of independent learning. Each chapter begins with a summary of content which we call ‘Why read this chapter?’ This gives you some idea of the chapter content and the approach we have taken to the topic being discussed. Each chapter contains a small number of examples of research called ‘Research in Practice.’ These serve to illustrate in a practical manner some of the points being made in the chapter, in much the same way as a lecturer would give practical examples in a research methods lecture. Every chapter ends with a summary of the main points in the chapter and a section called ‘Thinking about …’. Here we make suggestions as to how you may test and reinforce the learning you have achieved during the reading of the chapter. Throughout the book key research terms we use are isolated and placed in ‘Key terms definition’ boxes to make it easy for you to refresh your understanding of these terms as you read through chapter.

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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. The concise and easy-to-read style combined with clear tables and diagrams makes it highly accessible. Doing Research in Business and Management: an essential guide to planning your project 1st Edition. by, Mark N.K. Saunders (Author). From the Back Cover. Doing Research in Business and Management. Mark Saunders. Philip Lewis. Are you looking for advice about your research project? Are you not sure where to start, or how to choose your research topic? 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. The concise and easy-to-read style combined with clear tables and diagrams makes it highly accessible. Similarly, planning by one manager may be more basic and applicable to a larger area of the business undertaking than that of another, this all will depend upon the authority delegated to him or the position in the organisation occupied by him. But planning is a function of every manager. All managers, right from the president to foremen perform the function of planning. If a manager develops plans without regard to what his competitors are doing, he may find that even sound projections will go astray. Strategies are of two types: (a) Competitive strategies which take into account the plans and programmes of the rivals in the market. Doing Research in Business and Management: An Essential Guide to Planning Your Project. May 24, 2012. Share on twitter. Within each chapter, the specific needs of business and management students are dealt with in a relevant way, and I do like the subheadings within each chapter - such as "Oh no! Not another request!" - that highlight some of the practical issues of doing research in business and management. Each chapter ends with a clear and concise summary of its key points, and is then followed by a section on "thinking about..." the issues just covered. Within each chapter, the "research in practice" vignettes are relevant, contemporary and clearly targeted at bringing the rese...