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Doing Research in Business and Management: An Introduction to Process and Method

Dan Remenyi, Brian Williams, Arthur Money, Ethne Swartz

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This wide-ranging text comprehensively overviews management research and research methodology. The authors take the reader through all the major stages of the research process and introduce the key methods.

After highlighting the different contexts and purposes, strategies and tactics, programmes and processes of management research, the authors provide detailed coverage of the relevant research approaches and methods. They discuss the interrelationship of theoretical and empirical research, and how these apply to practice. The implications of using quantitative and qualitative methods are examined, and practical advice is given on the available analysis techniques and software packages.

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