



The Palgrave Handbook of Research Design in Business and Management

By Strang, K.

Condition: New. Publisher/Verlag: Springer Palgrave Macmillan | The Palgrave Handbook of Research Design in Business and Management uses a new state-of-the-art research design typology model to guide researchers in creating the blueprints for their experiments. By focusing on theory and cutting-edge empirical best-practices, this handbook utilizes visual techniques to appease all learning styles. | Preliminary Material i. Foreword: Vision and Reality; Joseph F. Hair, Jr ii. Preface: What's Unique for Practitioners; Kenneth D. Strang Research Design Guidelines 1. Why Practitioner-Scholars Need a Research Design Typology; Kenneth D. Strang 2. Articulating a Research Design Ideology; Kenneth D. Strang 3. Developing a Goal-Driven Research Strategy; Kenneth D. Strang 4. Matching Research Method with Ideology and Strategy; Kenneth D. Strang 5. Selecting Research Techniques for a Method and Strategy; Kenneth D. Strang 6. Design Issues in Cross-Cultural Research: Suggestions for Researchers; Linda Brennan, Lukus Parker, Dang Nguyen, Torgeir Aleti 7. Establishing Rationale and Significance of Research; Judith Hahn 8. Organizing and Conducting Scholarly Literature Reviews; Linnaya Graf 9. Interpreting Findings and Discussing Implications for all Ideologies; Mary Ann Rafoth, George Semich, Richard Fuller Positivist Applications 10. Implications of Experimental Versus Quasi-Experimental Designs; Jeremy W. Grabbe 11. Structural Equation Modeling: Principles, Processes, and Practices;...



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