

About the Book

The goal of the book is to serve as a thorough manual that connects abstract ideas with real-world applications. It provides a methodical examination of the instruments, methods, and structures necessary for carrying out thorough and significant research in a corporate setting. The work seeks to give readers the knowledge and self-assurance they need to successfully navigate the research process, from recognizing research challenges to evaluating data and coming to insightful conclusions. Clarity, objectivity, and rigor are the cornerstones of good research. In order to provide readers with a comprehensive grasp of various methodologies, this book highlights key concepts while exposing them to both quantitative and qualitative approaches.

The book is designed to be a reference for professionals looking to hone their research techniques as well as a learning tool for students. It provides a road map for becoming an expert in business research methodology, regardless of whether you are starting your first research project or want to expand your knowledge. We want to support a culture of evidence-based decision-making and ongoing development in the business sector by enabling readers to pose the proper queries, use the right techniques, and accurately evaluate results.

About the Author

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BUSINESS RESEARCH METHODOLOGY

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