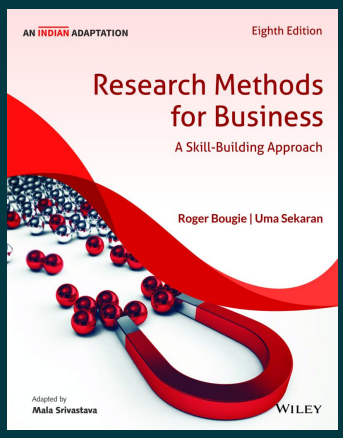
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Research Methods of Business 8ed: A Skill-Building Approach, An Indian Adaptation

By Roger Bougie, Uma Sekaran, Mala Srivastava

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Description

Research Methods for Business explains the principles and practices of using a systematic, organized method for solving problematic issues in business organizations. Designed to help students view research from the perspective of management, this popular textbook guides students through the entire business research process. Organized into six main themes—Introduction, Defining the Management and the Research Problem, Theory, Collecting Information, Drawing Conclusions, and Writing and Presenting the Research Report—the text enables students to develop the skills and knowledge required to successfully create, conduct, and analyse a research project.

About the Author

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Roger Bougie is Associate Professor at the TIAS School for Business and Society (Tilburg University, The Netherlands), where he teaches executive courses in Business Research Methods. He has received a number of teaching awards

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