

# Business Research Methods Cooper Schindler

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### **CHAPTER -3 RESEARCH METHODOLOGY 1.1 Introduction**

differs from what is already known (Cooper and Schindler, 2006) In order to conduct productive research, one has to understand the specific methods used to conduct research, understand the subject which is under study, and be able to understand and interpret the results (Sekaran and Bougie, 2010; Walliman, 2005)

### **CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY**

the techniques used to enhance the validity and reliability of the research outcome, are described and the ethical considerations are addressed 32 RESEARCH DESIGN A discussion of the research design aims to highlight, in technical terms, what is to be done (Cooper & Schindler, 2003:146-151)

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• Cooper & Schindler, "Business Research Methods: second European edition" 2008, p562 • Donald R Cooper & Pamela S Schindler, "Business Research Methods", 10 th

## 5. CHAPTER 5: RESEARCH DESIGN AND METHODOLOGY

The initial research proposal of this study was adapted after it was accepted and is shown in chapter one 5223 Stage three: The research design Cooper and Schindler (2008:140) define research design as —the blueprint for the collection, measurement and analysis of data||, but warn that it is a wide-ranging concept According to

### CHAPTER 6 ` Research methodology

This chapter explicates the research approach to the study design and methodology Various research methodologies were used to ensure the validity and reliability of data sets used 611 PROBLEM DEFINITION Cooper and Schindler (2003:69) argue that in formulating the research problem, the

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Business Research Methods 6 When deciding whether business research is to be conducted or not, the firm keeps in mind factors like the availability of data, time constraints and the value of the research information to the company Adequate planning and information-gathering are essential to derive results for business Social Research