

# DB363 Business project proposal

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## 33 items

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**An Introduction to Business Research Methods 3rd edition**, by Sue Greener; Joe Martelli, 2018-01-31

[Book](#) | Note - this is set text ebook for DB636 and is free to download as a pdf from [www.bookboon.com](http://www.bookboon.com). a second edition should be available from November 2014

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### **Evaluating Sources for Credibility**

[Webpage](#) | **Recommended** | excellent short video on this site on evaluating for academic credibility

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## **Books on research methods or aspects of it** (12 items)

You don't have to read all of these! But you do have to read a few and ideally find the one you are most comfortable with for study. Some specialise eg the White book on developing research questions. Others are excellent overviews, eg the Saunders, Lewis and Thornhill book and Bryman and Bell - but they cover a lot of ground, so use the index to focus on what you want.

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**Doing research in organizations**, by Alan Bryman, 1988

[Book](#)

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**Research methods for business students**, by Mark Saunders; Philip Lewis; Adrian Thornhill, 2015

[Book](#)

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**Research methods for business students**, by Mark Saunders; Philip Lewis; Adrian Thornhill, 2015

[Book](#)

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**Business research methods**, by Bryman, Alan; Bell, Emma, c2011

[Book](#)

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**Business research: a practical guide for undergraduate & postgraduate students**, by Collis, Jill; Hussey, Roger, 2009

[Book](#)

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**Business research methods**, by Blumberg, Boris; Cooper, Donald R.; Schindler, Pamela S., 2011

[Book](#)

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**Management research: an introduction**, by Easterby-Smith, Mark; Thorpe, Richard; Jackson, Paul, 2012

[Book](#)

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**Research methods for business: a skill-building approach**, by Sekaran, Uma; Bougie, Roger, 2009

Book

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**Doing your research project: a guide for first-time researchers in education, health and social science**, by Judith Bell; Dawsonera, 2010

Book | Various editions available including this e-book. Many copies in the libraries

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**Developing research questions: a guide for social scientists**, by White, Patrick, 2009

Book

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**Business Research Methods [Perfect Paperback]**

Book | Libraries have 2010 edition at Aldrich and Hastings, and many older eds also available.

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**Critical reading and writing for postgraduates**, by Wallace, Mike; Wray, Alison, 2011

Book | this says it is for postgraduates but it is the useful source for "critical synopsis" technique - the five key questions to ask yourself and make notes on when reading for academic purposes.

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## Articles (17 items)

Try to look at some of these, not only the textbooks. They give examples of how academic writing is usually approached and the importance of referencing.

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**Using and analysing focus groups: Limitations and possibilities** - in International Journal of Social Research Methodology, by Janet Smithson, 2000-01

Article

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**Case study as a research strategy: Some ambiguities and opportunities** - in International Journal of Social Research Methodology, by Piet Verschuren, 2003-01

Article

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**Learning to see: lessons from a participatory observation research project in public spaces** - in International Journal of Social Research Methodology, by Andrew Clark; Caroline Holland; Jeanne Katz; Sheila Peace, 2009-10

Article

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**Mixed methods research in the real world** - in International Journal of Social Research Methodology, by Nigel Fielding, 2010-04

Article

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**What is it to be Critical?: Teaching a Critical Approach to Management Undergraduates** - in Management Learning, by J. Mingers, 2000-06-01

Article

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**Prospecting for valuable evidence: why scholarly research can be a goldmine for managers** - in Strategy & Leadership, by Robert I. Sutton, 2004

Article

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**Who's talking: drawing conclusions from focus groups—some methodological considerations** - in International Journal of Social Research Methodology, by L-C Hydén; PH

Bülow, 2003-01

[Article](#) | uC504 focus groups, research methods

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**Towards ethical practice in the use of archived transcribed interviews: a response** - in International Journal of Social Research Methodology, by Paul Thompson, 2003-01

[Article](#)

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**From ethnography to life history: Tracing transitions of school students** - in International Journal of Social Research Methodology, by Tuula Gordon; Elina Lahelma, 2003-01

[Article](#) | UC504 research methods, ethnography

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**Gender differences in computer anxiety among university entrants since 1992** - in Computers & Education, by John Todman, 2000-1

[Article](#) | uC504 research methods, gender differences

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**Mixing Methods: The Entry of Qualitative and Quantitative Approaches into the Research Process** - in International Journal of Social Research Methodology, by Julia Brannen, 2005-07

[Article](#) | UC504 research methods, mixed methods, qualitative and quantitative

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**The Research Question in Social Research: What is its Role?** - in International Journal of Social Research Methodology, by Alan Bryman, 2007-02

[Article](#) | UC504 research methods, research question

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**Towards more systematic**

**analysis: metrics for tweeting activities** - in International Journal of Social Research Methodology, by Axel Bruns; Stefan Stieglitz, 2013-03

[Article](#) | UC504 research methods, systematic analysis, Twitter

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**Does accreditation promote organizational learning? A multiple case study of Canadian university business schools** - in Journal of Management Development, by Catherine J. Elliott, 2013

[Article](#)

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**Research note: reflections on interviewing across the ethnic divide** - in International Journal of Social Research Methodology, by JOHN CARTER, 2004-09

[Article](#) | UC504 research methods, interviewing

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**Literature Review Organizer** - in International Journal of Education, by Charles Edward Notar; Virginia Cole, 2010-12-05

[Article](#)

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**Rigour in research: theory in the research approach** - in European Business Review, by Alan Johnston, 2014

[Article](#)

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**Ready to Research | Open Educational Resources (OERs) for research students**

[Website](#)

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**Getting the best out of research and presenting: through online surveys using Qualtrics**

[Webpage](#)

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