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RESEARCH METHODS FOR BUSINESS STUDENTS

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ECRM2015-Proceedings of the 14th European Conference on Research Methods 2015 Dr Vincent Cassar, Dr Frank Bezzina, 2015-06-01 Complete proceedings of the 14th European Conference on Research Methodology for Business and Management Studies Valletta Malta Published by Academic Conferences and Publishing International

Essentials of Business Research Methods Joe F. Hair Jr., Michael Page, Niek Brunsveld, 2019-11-05 In an era of big data and data analytics how can managers make decisions based on almost unlimited information not to mention hiring and retaining individuals with the required data analytics skills The new fourth edition of *Essentials of Business Research Methods* explains research methods and analytical techniques for individuals who aren't data scientists The authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions They include critical topics such as the increasing role of online research ethical issues privacy matters data analytics customer relationship management how to conduct information gathering activities more effectively in a rapidly changing business environment and more This is also the only text that includes a chapter on qualitative data analysis and the coverage of quantitative data analysis is more extensive as well as much easier to understand than in other texts A realistic continuing case used throughout the book applied research examples and ethical dilemma mini cases enable upper level undergraduate and postgraduate students to see how business research information is used in the real world This comprehensive textbook is supported by a range of online resources including instructors manuals PowerPoint slides and test banks

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Heritage, Authority and Power Barbara Wood, 2025-04-23 *Heritage Authority and Power* Understanding Theory Through Practice examines who holds power and authority in heritage the connection with specialist knowledge and what the shifting nature of these attributes means for concepts of authenticity Drawing on interviews with practitioners working across the heritage sector Wood explores why in some organisations staff feel disempowered but in others they thrive In exploring the

worked experience of practitioners a new model emerges for understanding the sector that recognises the differences between the activity of heritage and the work of professional practice The model demonstrates that the sector is unknowingly operating with two different purposes The activity of heritage generated by and from the collections of the past is inventive creative and entertaining but operates for contemporary need and interest The work of professional practice meanwhile although itself creative and supporting and enabling the work of heritage is fundamentally concerned with long term collection development research and conservation In recognising and embracing these differences the function of specialist practice in relation to curatorship can be appreciated but so too can the contribution of supporting specialisms such as education outreach community engagement and design The model presented within the book subsequently offers a more efficient and effective forward looking way to think about funding organising and managing these two areas separately but also in active partnership Heritage Authority and Power is situated in the space between academia and practice and is useful for students practitioners and for anyone interested managing or working in heritage It will be particularly relevant to academics and students engaged in the study of heritage museums tourism and visitor experience and public history

Office Gossip and Minority Employees in the South African Workplace Nasima M. H. Carrim, 2023-07-11 This book examines how employees from marginalized communities handle office gossip and provides recommendations to corporate leaders regarding on how to support their marginalized employees better Office gossip is a phenomenon that is omnipresent in the workplace and experienced by minority employees at all levels within the organization in different ways Gossip is felt more acutely by minority employees compared to their majority counterparts at certain occupational levels and this book provides an empirical basis for understanding this phenomenon in organizational settings based on the experiences of marginalized workers The chapters use a variety of research methods to examine various aspects of the experience of office gossip among marginalized employees including perceptions of diverse groups regarding workplace gossip workplace gossip within teams intersectional experiences of employees from racial minority and LGBTQ communities and foreign nationals experiences of managers from racial minority backgrounds and experiences in specific fields such as sport and healthcare This book is of interest to students and researchers of diversity studies organization research human resource management and industrial psychology as well as an important resource for corporate leadership and human resource and DEI departments in corporate organizations

Essentials of Business Research Methods Joe Hair Jr., Michael Page, Niek Brunsveld, Adam Merkle, Natalie Cleton, 2023-07-31 Essentials of Business Research Methods provides an accessible and comprehensive introduction to research methods and analytical techniques for business students The authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions Covering both qualitative and quantitative analysis the book explores critical topics including ethics in business research privacy matters data analytics customer relationship management how to conduct information gathering

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A-Z of Digital Research Methods

Catherine Dawson,2019-07-10 This accessible alphabetical guide provides concise insights into a variety of digital research methods incorporating introductory knowledge with practical application and further research implications A Z of Digital Research Methods provides a pathway through the often confusing digital research landscape while also addressing theoretical ethical and legal issues that may accompany each methodology Dawson outlines 60 chapters on a wide range of qualitative and quantitative digital research methods including textual numerical geographical and audio visual methods This book includes reflection questions useful resources and key texts to encourage readers to fully engage with the methods and build a competent understanding of the benefits disadvantages and appropriate usages of each method A Z of Digital Research Methods is the perfect introduction for any student or researcher interested in digital research methods for social and computer sciences

Lower Kinabatangan Premier Competitive Sustainable Ecotourism Destination Jennifer Chan Kim Lian,Kamarul Mizal Marzuki,Fifty Hanisdah Saikim,Tini Maizura Mohtar,2020-10-04 Lower Kinabatangan Premier Competitive Sustainable Ecotourism Destination Authors Jennifer Chan Kim Lian Kamarul Mizal Marzuki Fifty Hanisdah Saikim Tini Maizura Mohtar Year Published 2020 ISBN 978 967 2962 29 8 Sustainability is vital to an ecotourism destination in terms of planning and development Sustainable tourism brings societal prosperity enhances the quality of life improves the situation and ensures that resources are available Yet there has been little focus on the ecotourism destination especially on Lower Kinabatangan as a sustainable premier ecotourism destination from the perspectives of key tourism stakeholders ecotourists tour operators lodges and local communities A unique sustainable ecotourism book that you cannot miss This book presents a holistic and sound approach in sustainable ecotourism featuring significant aspects of ecotourism ecotourism attributes quality of ecotourism experiences practices of responsible tourism responsible guidelines and sustainable framework for the ecotourism destination These are valuable knowledge to tourism academics and practitioners and has managerial implications and academic contributions

[ECSM2015-Proceedings of the 2nd European Conference on Social Media 2015](#) Dr Paula Peres,Dr Anabela Mesquita,2015-07-06 Complete proceedings of the 2nd European Conference on Social Media Porto Portugal Published by Academic Conferences and Publishing International Limited

Disaster Risk Reduction for Resilience Saeid Eslamian,Faezeh Eslamian,2022-04-08 This book is part of a six volume series on Disaster Risk Reduction and Resilience The series aims to fill in gaps in theory and practice in the Sendai Framework and provides

additional resources methodologies and communication strategies to enhance the plan for action and targets proposed by the Sendai Framework The series will appeal to a broad range of researchers academics students policy makers and practitioners in engineering environmental science and geography geoscience emergency management finance community adaptation atmospheric science and information technology This volume offers the international guidelines and global standards for resilient disaster risk reduction and lessons learned from disasters particularly the COVID 19 and Cholera pandemics A resilient health system and an effective disaster risk management Index are then suggested The book further emphasizes urban resilience strategies with local authorities adaptation strategies for urban heat at regional city and local scales and lessons from community level interventions Also addressed are coastal erosion displacement and resettlement strategies Land use planning and green infrastructure are suggested as tools for natural hazards reduction Human security in times of climate change and urban heat at regional city and local scales is discussed for an integrated action with case studies based in Manila Burkina Faso Chad Mauritania Niger Senegal Nigeria India Spain and Ghana Structure design for cascading disasters resulting from mining and flooding is presented and sustainable smart city planning using spatial data is recommended *Brexit - The Benefit of Hindsight* Peace E. Ani, 2019-08-09 Almost three years after the UK's momentous EU referendum vote multiple Brexit Secretaries and three rejected deals the question remains what exactly does the UK want Brexit The Benefit of Hindsight analyses a number of economic indicators to answer the unanswerable question

Business Research Donald R. Cooper, 2018-08-24 Business Research A Guide to Planning Conducting and Reporting Your Study bridges the academic foundation and the practical application of research methodology through an in depth and insightful tour of the research process exploring planning creating conducting collecting analyzing and reporting The text weaves together timeless principles emerging ideas contemporary examples and modern tools in a narrative that is both authoritative and supportive Integrating a unique Roadmap framework throughout Business Research navigates students from the start of their initial inquiry to their final stop in reporting their findings building their confidence as they move point to point in their journey Written with exceptional clarity and focus Donald Cooper has created a guide to research that will be valuable to students in their academic pursuits as well as their professional careers Give your students the SAGE edge SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review study and further exploration keeping both instructors and students

International perspectives in social justice programs at the institutional and community levels Enakshi Sengupta, Patrick Blessinger, 2021-04-09 Universities and faculty members play a vital role in providing education that helps build a strong foundation for a society where people get equal opportunities for upward social mobility This book addresses the role of education in overcoming poverty and oppression by imparting social justice education at the institution and community level

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