CONTENTS

About the Authors xi
Preface to the Seventh Edition xiv
Acknowledgements xvi
Praise for the Book xvii
Guide to Icons xviii
Online Resources xx
Your Guide to the Research Process xxii

1 Finding Your Feet in Management and Business Research 1
Introduction 2
The landscape of management and business research 2
Features of a research project 7
Writing a research proposal 11
Structure of the book 17
Conclusion 19
Further reading 20

2 Reviewing the Literature 23
Introduction 24
What is a literature review and what are its main purposes? 25
Types of literature reviews 27
Choosing a research problem 30
Preparing a literature review: finding and recording relevant literature 32
Finding relevant literature 35
Evaluating literature 52
Writing a literature review 59
Conclusion 63
Further reading 63

3 The Philosophy of Management and Business Research 67
Introduction 68
The tree as a metaphor for the research process 69
The philosophical debates 72

Strengths and weaknesses of the main paradigms 83
Mixing approaches and methods 84
Paradigms and research approaches 87
Mapping philosophies and approaches 94
Conclusion 96
Further reading 96

4 Designing Management and Business Research 99
Introduction 100
Types of research design 102
Positivist research designs 103
Constructionist research designs 120
Case study research and Grounded Theory 127
Mixed methods 133
Common design dilemmas 140
Contributing to theory 144
Contrasting views on validity and reliability 145
Research design template 146
Conclusion 150
Further reading 151

5 The Ethical Researcher 155
Introduction 156
Politics and power in research 157
Access and engagement 162
Ethics 172
Academia 177
Mindset and attitude 180
Conclusion 183
Further reading 184

6 Crafting Qualitative Data through Language and Text 187
Introduction 188
Crafting qualitative data 189
Secondary textual data 190
Primary textual data 191
Qualitative interviews 194
Preparing for data collection 200
Conducting interviews 204
Group interviews and focus groups 213
Interview-based mapping techniques 215
Conclusion 225
Further reading 225

7 Crafting Qualitative Data through Observation and Participatory Research 229
Introduction 230
Visual data 230

Observational research 239
Interactive and participatory methods 248
Triangulation 253
Positionality and reflexivity 254
Conclusion 255
Further reading 255

8 Framing and Interpreting Qualitative Data 259

Introduction 260
Preparing and managing qualitative data 264
Choosing a method for the analysis of qualitative data 266
Framing and interpreting qualitative data: eight approaches 269
Computer-aided analysis 298
Quality in qualitative research 301
Conclusion 304
Further reading 304

9 Crafting Quantitative Data 309

Introduction 310
Experimental and observational quantitative studies 311
Sources of primary data 316
Using secondary data sources 323
Working with data: data pre-processing and measurements 332
Conclusion 340
Further reading 340

10 Statistical Analysis of Quantitative Data 343

Introduction 344
Describing and visualizing data 344
Going beyond a sample: statistical hypothesis testing 360
Causal modelling: regression analysis 371
Conclusion 383
Further reading 383

11 Application of Machine Learning in Quantitative Research 387

Introduction 388
Machine learning in business and management research 389
Types of machine learning 391
Unsupervised learning 394
Supervised learning 399
Interpretable machine learning: What is inside a black box? 407
Conclusion 411
Further reading 413

12 Writing Management and Business Research 415

Introduction 416
Audiences and outputs 417
Writing with skill 423

Introductions 427
Literature reviews 430
From methods to conclusions 432
Plagiarism 434
Dissemination strategies 436
Conclusion 438
Further reading 438

Glossary 440
Bibliography 448
Index 465