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The aim is to impart knowledge for making the appropriate methodological choices and to give readers a practical guide to designing and executing a research. Over fifty concrete examples, exercises, discussions and short case studies give a good illustration of the



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practice of research so to  
enhance the understanding of  
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methodology in specific  
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develop what is referred to  
in this book as a research  
design. What methodology  
actually entails is  
explained by means of the  
Research Pyramid, which  
consists of the paradigms,  
methodologies, methods, and  
instruments used to collect,  
classify, and analyse data.  
Special attention is given  
to the process of  
constructing concep-tual  
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### **The Essence of Research Methodology**

Use of the scientific method in applied research assures objectivity in gathering facts and testing creative ideas for alternative business strategies. The essence of research, whether basic or applied, lies in

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the scientific method, and much of this book deals with scientific methodology. The difference in the techniques of basic and applied

## **INTRODUCTION TO RESEARCH METHODOLOGY**

1. A Tool for Building Knowledge and for Facilitating Learning. Research is required not just for students and academics, but for all professionals and nonprofessionals alike. It is also important for budding and veteran writers, both offline and online.

## **7 Reasons Why Research Is Important - Owlcation -**

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## **Education**

You need to discuss the implications of your research philosophy on the research strategy in general and the choice of primary data collection methods in particular. The Essence of Research Philosophy .

Research philosophy deals with the source, nature and development of knowledge. In simple terms, a research philosophy is belief about the ways in which data about a phenomenon should be collected, analysed and used.

## **Research Philosophy - Research Methodology**

The Essence of Research

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Methodology: A Concise Guide  
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2009th Edition. by Jan

Jonker (Author), Bartjan

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(auth.) This publication is designed to provide Master and PhD students with a concise introduction to conducting research in organisations. The aim is to impart knowledge for making the appropriate methodological choices and to give readers a practical guide to designing and executing a research.

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Jonker, Bartjan Pennink.  
Springer Science & Business  
Media, Mar 10, 2010 -  
Business & Economics - 171  
pages. 0 Reviews.  
Methodology is the ?eld

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which is indisputably  
complex. In the academic  
world, it is often said to  
be important, yet in ...

## **The Essence of Research Methodology: A Concise Guide for ...**

A research methodology or  
involves specific techniques  
that are adopted in research  
process to collect, assemble  
and evaluate data. It  
defines those tools that are  
used to gather relevant  
information in a specific  
research study. Surveys,  
questionnaires and  
interviews are the common  
tools of research.

## **What is Research**



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**Methodology? - Write a**

**Writing**

The Essence of Research  
Methodology: A Concise Guide

for Master and PhD Students  
in Management Science

Business and Economics:

Authors: Jan Jonker, Bartjan

Pennink: Edition:

illustrated: Publisher:

Springer Science & Business  
Media, 2010: ISBN:

3540716599, 9783540716594:

Length: 171 pages: Subjects

**The Essence of Research  
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In your thesis or  
dissertation, you will have  
to discuss the methods you  
used to do your research.

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The methodology chapter explains what you did and how you did it, allowing readers to evaluate the reliability and validity of the research.

## **How to Write a Research Methodology in Four Steps**

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