

## Research Methods For Business Uma Sekaran Chapter 4 Ppt

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Summary Research Methods for Business - Chapter 1, 17, 2 ...

(ii) Qualitative Data (observation, interviews, open-ended questionnaire). 2.1 Definition of Research Business Research is defined as an organized, 2.2 Research and Manager systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, Research investigation covers, accounting, finance, undertaken with the purpose of finding answers or management, and ...

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Uma Sekaran is Professor Emerita of Management, Southern Illinois University at Carbondale (SIUC), Illinois. Dr Roger Bougie lectures in Marketing and Business Research Methods at the Department of Marketing at Tilburg University, The Netherlands. "About this title" may belong to another edition of this title.