Quantitative Methods An Introduction For Business Management | 394bb9893fe4c77461ca5e28783b700a


Introduction to Research Methods in Psychology, second edition, provides clear, comprehensive and innovative coverage of quantitative and qualitative research methods for psychology students throughout their studies. In this essential text for psychology students, the research process is broken down into manageable steps to equip students with the skills to ask intelligent research questions, carry out a literature review, choose an appropriate research design, carry out data collection and write up their findings. Throughout the book, research examples are discussed which offer an insight into research being done in subject areas such as forensic, social, educational and industrial psychology.

This title is a guide to doing research in the burgeoning field of food studies. Designed for the classroom as well as for the independent scholar, the book details the predominant research methods in the field, provides a series of interactive questions and templates to help guide a project, and includes suggestions for food-specific resources such as archives, libraries and reference works. Interviews with leading scholars in the field and discussions of how the study of food can enhance traditional methods are included. Food Studies: An Introduction to Research Methods begins with an overview of food studies and research methods followed by a guide to the literature. Four methodological "baskets" representing the major methodologies of the field are explored together with interviews of leading scholars: food history (Ken Albala); ethnographic methods (Carole Counihan); cultural, material, and media studies (Psyche Williams-Firor); and quantitative methods (Jeffrey Sobal). The book concludes with chapters on research ethics, including working with human subjects, and technology tools for research.---Provided by publisher.

An introduction to research methods specifically needed in social work and social welfare, this text outlines the major stages of research projects, covering both quantitative and qualitative methods.

Based on the popular Introduction to Social Research Methods, this book offers a highly accessible, clear and engaging introduction to research in education, which has been carefully and extensively developed to fully meet the needs of those studying in education and related fields. Introduction to Research Methods in Education assumes no previous knowledge of the subject, and focuses on helping the reader develop a clear conceptual understanding of the nature of empirical research in education, and of how those ideas lead to, and underlie, the principal research techniques. Qualitative, quantitative and mixed methods approaches are covered, along with practical guidance on issues such as how to prepare a research proposal, write a literature review, and analyse different types of data. This book is an ideal introduction to researching in an educational context for students at both undergraduate and postgraduate level and will be a must-have for anyone studying on a research methods course or doing a research project for themselves.

Offering a student-friendly introduction to quantitative methods, this text covers all of the need to know basics in a clear and engaging manner. Quantitative Methods is an ideal text for students of all levels coming to the subject for first time.

A comprehensive guide to practical research in the leisure and tourism sector.

This comprehensive textbook offers a conceptual and practical introduction to research methodology, data collection, and techniques used in both human and physical geography. Explains a full range of contemporary geographical techniques, including statistics, mathematical analysis, GIS, and remote sensing. It is written for students and researchers in both geography and organizational geography, and together with remaining chapters in a series of foundational chapters offering multi-perspectives on the central questions in research methods Examines the conceptual frameworks and practical issues behind data acquisition and analysis, and how to interpret results Includes explanations of key terminology and exercises/throughout.

This step-by-step introduction to conducting media and communication research offers practical insights along with the author's signature lighthearted style to make discussion of qualitative and quantitative methods easy to comprehend. The Fifth Edition of Media and Communication Research Methods includes a new chapter on discourse analysis, expanded discussion of social media, including discussion of the ethics of Facebook experiments; and expanded coverage of the research process with new discussion of search strategies and best practices for analyzing research articles, ideal for research students at both the graduate and undergraduate level, this proven book is clear, concise, and accompanied by just the right number of detailed examples, useful applications, and valuable exercises to help students to understand, and master, media and communication research.

Appealing both to students on introductory courses for quantitative methods and MBA or post-experience students, this respected text provides an accessible, practical introduction to an area that students often find difficult. Concentrating on helping students to understand the relevance of quantitative methods of analysis to managers' decision-making, it focuses on the development of appropriate skills and understanding of how the techniques fit into the wider management process.

Introduction to Research Methods and Data Analysis in Psychology 2e presents quantitative and qualitative research methods and the most widely used techniques for collecting and analysing data. It provides clear and accessible coverage to equip the reader with an understanding of the research process and the practical skills they need to collect and analyse data. This second edition has been thoroughly revised and updated to include a number of new chapters and additional topics such as e-research, mixed methods, and R (a statistical software package). Detailed information is provided on experimental design and statistical analysis by hand and using SPSS v. 16.0. Expanded coverage of a range of areas including literature reviewing, the statistical techniques of ANOVA and MANOVA, and psychometrics is also provided. The text assumes that the reader has no previous knowledge of research methods or psychology and is therefore essential reading for undergraduate psychology students plus highly recommended for students on other social and health science courses.


This handbook consists of a solid theoretical and scientific rationale that is presented in a simple language. It also presents a balance between quantitative and qualitative methods of research and analysis, and advocates for problem-focused methodology, and mixed design when the questions asked by the researcher or the scientists require doing so. The most distinctive feature of the book is that the contents are presented in a hierarchy in terms of complexity.

Introduction to Quantitative Research Methods is a student-friendly introduction to quantitative research methods and basic statistics. It uses a detective theme throughout the text and in multimedia courseware to show how quantitative methods have been used to solve real-life problems. The book focuses on principles and techniques that are appropriate to introductory level courses in media, psychology and sociology. Examples and illustrations are drawn from historical and contemporary research in the social sciences. The multimedia courseware provides tutorial work on sampling, basic statistics, and techniques for seeking information from databases and other sources. The statistics modules can be used as either part of a detective game or directly in teaching and learning. Brief video illustrations in SPSS, using real datasets, are also a feature of the CD-ROM. Why would you choose Introduction to Quantitative Research Methods? - It is theoretical, providing a concise overview of issues of quantitative research. - It is practical, providing case studies that exemplify the different ways of research is conducted in the social sciences (ranging from psychology to sociology, politics and media). - It is educational, providing practical vignettes, and chapter highlights for revision. - It is integrative, providing a typology of different ways of conducting quantitative research methods. - It is international, providing case studies from a range of countries. - It is innovative, providing multimedia tutorials on generic research and statistical skills. - It is clear, concise and accessible.

This book provides introductory tools and practices needed to take conciso business decision. The book is written with many examples and illustration to help the reader follow through the concepts and principle needed to arrive at the best decision to solve business problems. It is written with undergraduate, polytechnic, and other tertiary students in mind to make the topic student friendly.

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Study guide for Introduction to Quantitative Methods

The very word "statistics" can induce panic or cynicism and the necessity of studying statistics is often regarded as a test of endurance rather than an educational opportunity. This book is aims to demonstrate that the study of statistics can be involving and even pleasurable.

This comprehensive text is designed to help political science students learn what to research, why to research, and how to research. It integrates both the quantitative and qualitative approaches to research, including the most detailed coverage of qualitative methods currently available. The book provides specific instructions in the use of available statistical software programs such as Excel and SPSS. It covers such important topics as research design, specifying research problems, designing questionnaires and writing questions, designing and carrying out qualitative research, and analyzing both quantitative and qualitative research data. Copiously illustrated and thoroughly classroom tested, the book presents statistical methods in a conversational tone to help students surmount "math phobia."

A well-balanced and accessible introduction to the elementary quantitative methods and Microsoft Excel® applications used to guide business decision making Featuring quantitative techniques essential for modeling modern business situations, Introduction to Quantitative Methods in Business provides guidance to assessing real-world data sets using Excel. The book presents a balanced approach to the mathematical tools and techniques with applications used in the areas of business, finance, economics, marketing, and operations. The authors begin by establishing a solid foundation of basic mathematics and statistics before moving on to more advanced concepts. The first part of the book starts by developing basic quantitative techniques such as arithmetic operations, functions and graphs, and elementary differentiations (rates of change), and integration. After a review of these techniques, the second part details both linear and nonlinear models of business activity. Extensively classroom-tested, the introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel® also includes: Numerous examples and practice problems that emphasize real-world business quantitative techniques and applications Excel-based computer software routines that explore calculations for an assortment of tasks, including graphing, formula usage, solving equations, and data analysis End-of-chapter sections detailing the Excel applications and techniques used to address data and solutions using large data sets A companion website allows readers to download crib sheets and Excel data sets, sample exams and quizzes, lecture slides, and an Instructors' Solutions Manual Introduction to Quantitative Methods in Business: With Applications Using Microsoft Office Excel® is an excellent textbook for undergraduate-level courses on quantitative methods in business, economics, finance, marketing, operations, and statistics. The book is also an ideal reference for readers with little or no quantitative background who require a better understanding of basic mathematical and statistical concepts used in economics and business. Bharat Kulari, Ph.D., is Professor of Economics in the Department of Economics, Finance, and Insurance at the University of Hartford. A member of the American Economics Association, his research interests include econometrics, business statistics, quantitative decision making, applied macroeconomics, applied microeconomics, and corporate finance. Michael J. Panik, Ph.D., is Professor Emeritus in the Department of Economics, Finance, and Insurance at the University of Hartford. He has served as a consultant to the Connecticut Department of Motor Vehicles as well as to a variety of health care organizations. In addition, Dr. Panik is the author of numerous books, including Growth Curve Modeling: Theory and Applications and Statistical Inference: A Short Course, both published by Willey, Rao N. Singamsetti, Ph.D., is Associate Professor in the Department of Economics, Finance, and Insurance at the University of Hartford. A member of the American Economics Association, his research interests include the status of war on poverty in the United States since the 1960s and forecasting foreign exchange rates using econometric methods.

Written by Ernst Hirsch Ballin, this original Advanced Introduction uncovers the foundations of legal research methods, an area of legal scholarship distinctly lacking in standardisation. The authors show how such methods differ along critical, empirical, and fundamental lines, and how our understanding of these is crucial to overcoming crises and restoring trust in the law. Key topics include a consideration of law as a normative language and an examination of the common objects of legal research.

This concise, applied, and very clearly written introduction to qualitative methods can be used effectively in a semester, or year-long course. This introductory-level text provides the reader with a background for understanding the uses of qualitative research in education (and other professions) examining its theoretical and historical underpinnings, and providing the "how-to's" of doing qualitative research. This new edition places qualitative research within current debates about research methods and alternative ways of knowing. While the authors approach the subject from a sociological perspective, they also take care to reflect the many changes in conceptualization of qualitative research brought about by post-structural and feminist thought. New to This Edition: - Rewritten Chapter 5, "Data Analysis," places more emphasis on the interpretive aspect of research and research writing. - Expanded coverage of action or practitioner research (Chapter 7) highlights a topic that is of immediate use. - Added emphasis on technology and qualitative analysis software in qualitative research helps students to use and incorporate technology efficiently. Links to useful research websites have also been integrated throughout. - Expanded coverage of such topics as formal research designs, work with different cultures, critical race theory, and the debate over qualitative vs. qualitative research. The new end-of-chapter summaries, questions, and field assignments have been added to this text easy to use with students.

Presents a comprehensive introduction to analysing quantitative linguistic data. Starting with an definition of quantitative data, and how it differs from qualitative data, Sue Rasinger examines what the student linguist is trying to find out through analysing data, and how quantitative techniques can help arrive at meaningful and accurate conclusions. This expanded, 2nd edition now also includes a discussion of Analysis of Variance (ANOVA) and MANOVA, and provides a brief introduction to statistical meta-analysis. A companion website allows readers to download crib sheets and Excel templates for the main statistical tools. The book introduces: using statistics -variables -reliability of data -describing data -analysing data -testing hypotheses -dealing with problematic data. Each chapter includes graphs and figures explaining theory through worked examples, chapter summaries, and exercises to aid student understanding. An appendix containing a summary of statistical formulae, excel commands and statistical tables is included and is an invaluable resource. Presenting a down-to-earth and readable introduction to quantitative research, this book is a useful how-to guide for students encountering quantitative data for the first time, or for postgraduates embarking on linguistic research projects.

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