dandelon.com
© 2008 AGI-Information Management Consultants
May be used for personal purposes only or by
libraries associated to dandelon.com network.

FOURTH EDITION

Business Research Projects

A. D. Jankowicz, Luton Business School, Luton, UK

THOMSON

Australia • Canada • Mexico • Singapore • Spain • United Kingdom • United States

Contents

Acknowledgements ix
A Preface and Guide x
Project Guide to the Preface xv
Walk-through Tour xvi

PART 1 Planning a research project 1

CHAPTER 1 The purpose and objectives of a project 3
1.1 The purpose of a project 3
1.2 The objectives of a project 6
1.3 The special objectives of professional programmes 14
1.4 In conclusion: making the objectives your own 16
Case example 1.1 Choosing a topic 17
Case example 1.2 Identifying programme objectives 19
Project Guide for Chapter 1 20
References 21

CHAPTER 2 Choosing a topic 23
2.1 Sourcing ideas 25
2.2 Basic criteria 27
2.3 Where do ideas belong? The provenance table 32
2.4 Specifying your research questions 38
2.5 Making a dry run: starting a project proposal 40
Case example 2.1 Dealing with an intrinsically difficult topic 43
Case example 2.2 Choosing and working up a topic: undergraduate 44
Case example 2.3 Choosing and working up a topic: post-experience student 46
Case example 2.4 Choosing and working up a topic: full-time postgraduate student 48
Project Guide for Chapter 2 50
References 51

CHAPTER 3 **Standards of assessment** 53
3.1 General guidelines 53
3.2 The attributes of a successful project 55
3.3 Assessment criteria 67
3.4 Format and deadlines 71
3.5 What the examiner will be looking for 73
Case example 3.1 Ethical issues 81
Project Guide for Chapter 3 82
References 83

CHAPTER 4 **Getting organized for take-off** 85
4.1 Your pre-flight checklist 85
4.2 Planning and timetabling 85
4.3 Physical resources 92
Case example 4.1 Devising a research timetable 98
Project Guide for Chapter 4 100
References 100

PART 2 **Key issues in depth** 103

CHAPTER 5 **Basic assumptions about research** 105
5.1 Basic assumptions 106
5.2 Two ways of making sense to people 109
5.3 Maintaining credibility 119
Case example 5.1 Basic assumptions: ontology and epistemology 125
Project Guide for Chapter 5 127
References 128

CHAPTER 6 **Research roles** 131
6.1 Gaining entry 132
6.2 Defining your role, at home and abroad 137
6.3 Working under supervision 146
6.4 Letting go and saying goodbye 153
Case Example 6.1 Arranging a project placement 155
Project Guide for Chapter 6 157
References 158

CHAPTER 7 **Reviewing and using the literature** 161
7.1 Using the literature for review and for referencing 162
7.2 The literature search: what to look for 169
7.3 The literature search: where to look 173
7.4 The literature search: how to look 177
7.5 What to do with it once you have found it: writing a critical review 183
Case Example 7.1 Starting an internet search 188
Project Guide for Chapter 7 190
References 191

PART 3 **A guide to empirical work** 193

CHAPTER 8 **Planning empirical work** 195
8.1 Planning a design 195
8.2 Representation and sampling 202
8.3 The practicalities of design 209
8.4 In conclusion: timetabling for empirical work 213
Case Example 8.1 Design and sampling 215
Project Guide for Chapter 8 217
References 218

CHAPTER 9 **Methods and techniques** 219
9.1 Methods and techniques: some definitions 220
9.2 Choosing and combining methods, qualitative and quantitative 224
9.3 A framework of general guidelines for empirical work 238
9.4 In conclusion: your proposal and your pilot study 245
Case Example 9.1 Choosing a method 251
Project Guide for Chapter 9 253
References 254

CHAPTER 10 **Semi-structured, open-ended techniques** 257
10.1 Conversations and storytelling 258
10.2 The individual interview 265
10.3 The key informant interview 276
10.4 The focus group 281
10.5 A note on the validity of what you're doing 288
Case Example 10.1 Arranging a set of key informant interviews 289
Project Guide for Chapter 10 291
References 292

CHAPTER 11	**Fully structured techniques**	295
	11.1 The structured questionnaire	296
	11.2 The structured interview	320
	11.3 Telephone interviews: convincing respondents of your bona fides	324
	11.4 Anonymity: procedures and ethics	325
	Case Example 11.1 Identifying patterns in cross-tabulated data	328
	Project Guide for Chapter 11	331
	References	333
CHAPTER 12	**Further techniques**	335
	12.1 The repertory grid	336
	12.2 Attitude scaling	345
	12.3 Observation techniques	352
	Case Example 12.1 Analyzing a single repertory grid	359
	Project Guide for Chapter 12	361
	References	363
CHAPTER 13	**Writing it up**	365
	13.1 Basic requirements: timing and deadlines	366
	13.2 Format and structure	368
	13.3 The use of language	370
	13.4 On non-discriminatory language and political correctness	377
	13.5 Conclusion	379
	Case Example 13.1 Language and style	380
	Project Guide for Chapter 13	383
	References	384
	Glossary	385
	Subject Index	391
	Index of First-named Authors	397