



Contemporary Research Methods in **BUSINESS**

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In this book, a few contemporary research methods in business are introduced to researchers who are doing research in business. The concept and underlying philosophy of these methods are illustrated. The steps and application examples are also provided. We believe these contemporary research methods would enrich the research community. This book is suitable for university professors, lecturers and research students who want to pick up some new methods for their research work.



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Contents

Preface		vii
CHAPTER 1	Introduction	1
CHAPTER 2	Process Research	3
CHAPTER 3	Field Experiment	17
CHAPTER 4	Judgemental Forecasting	33
CHAPTER 5	Generalized Method of Moments	49
CHAPTER 6	Conclusion	75
References		79
Index		91

Preface

In this book, a few contemporary research methods in business are described and shared with researchers who are doing research in business. In the past, much attention has been given to traditional research methods such as a survey, experiment, case study and modelling technique. However, in today's business world, the changing environment is both more complex and faster than before. This provides a new challenge to researchers who still use the traditional research methods. The traditional research methods have been criticised for their weaknesses over the past few decades. Thus, in this book, an effort is made in order to provide something new for business researchers. In this sense, it is not our intention and interest to compete with other research methods. Every method has its strengths and weaknesses and they were clearly stated in most established textbooks. Research is for the purpose of knowledge generation and theory development and it is a very professional task. Thus, we are all obligated to conduct it professionally as well as innovatively. The development of more contemporary research methods would enrich the research community. This book provides explanation and details the use of some contemporary research methods in business. The concept and underlying philosophy are illustrated. The steps of using the methods are given. The application and examples are also provided. This book is written for the whole research community in business be it a university professor, a PhD student, or a final-year undergraduate student.