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Research Methods for Business and Management Devi Jankowicz PhD Devi Jankowicz is Professor Emeritus, ex-Chair in Constructivist Managerial Psychology at the Graduate

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Business Research Methods 9 1. Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al. 2007) Chapters 1 and 2 1.1 Chapter Overview 1.1.1 Learning Outcomes By the end of this chapter successful students will be able to: 1.

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research: theory testing and theory building (Figure 1.2). Theory building Theory building is a process in which research begins with observations ... methods design

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