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through the research
process, while
numerous worked
examples, real-life
case studies and
student activities bring*

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methods. [Alan
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*'Social Research
Methods' by Alan*

Bryman, this volume

provides a

comprehensive

introduction to the

area of business

research methods. It

gives students an

assessment of the

contexts ...

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*Why do business
research? 5 Business
research methods in
context 5 Relevance
to practice 7 The
process of business
research 9 Literature
review 9 Concepts
and theories 9
Research questions
10 Sampling 12 Data*

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collection 12 Data

analysis 13 Writing up

13 The messiness of

business research 15

Key points 16

Questions for review

16 Chapter 2 ...

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*and questions and
how they relate to*

*debates in Research
Methods*

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additional reading:

*Research Methods for
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(Saunders, M, Lewis,
P et al. 2007)*

Chapters 1 and 2 1.1

Chapter Overview

1.1.1 Learning

Outcomes By the end

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of this chapter
successful students
will be able to: 1.

*Business Research:
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Types and Examples*

...

*124 Ethics in
business research
Key concept 5.2
Stances on ethics
Authors on social
research ethics can*

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be characterized in terms of the stances they take on the

issue. The following stances can be distinguished: •

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