Contents

Preface	!		vi
Part 1	General Orientation to Research in Business and Management		01
	1	Research, Statistics and Business Decisions	03
	2	Contrasting Philosophies and Approaches to Research	12
	3	Ethical Issues in Research	28
	4	Selecting the Topic and Conducting a Literature Review	45
	5	Theory, Problem Definition, Frameworks, and Research Design	69
Part 2	Ent	tering, Describing and Obtaining Data	93
	6	How to Enter Data into SPSS and Undertake Initial Screening	95
	7	Describing and Presenting Your Data	120
	8	Normal Distribution, Probability and Statistical Significance	151
	9	Sampling Issues	178
	10	Hypothesis Formation, Types of Error and Estimation	211
	11	Effect Size and Power	235
Part 3	Statistically Analyzing Data		251
	12	Hypothesis Testing for Differences Between Means and Proportions	253
	13	Analysis of Variance Techniques (ANOVA)	284
	14	Chi Square	322
	15	Methods of Correlation: Testing Hypotheses of Relationships	341
	16	Prediction and Regression	366
	17	Reliability and Validity	409
	18	Factor Analysis	439
Part 4	Survey Methods for Research in Business and Management		465
	19	Attitude Questionnaires and Measurement	467
	20	Structured Interviewing and Questionnaire Surveys	484
Part 5	Rej	porting and Presenting Research	517
	21		519
Index			531