Third Edition

DESIGNING and MANAGING a RESEARCH PROJECT

A Business Student's Guide

Michael Jay Polonsky
David S. Waller

SAGE

Designing And Managing A Research Project A Business Students Guide

Jianjun Gao

Designing And Managing A Research Project A Business Students Guide:

Designing and Managing a Research Project Michael Jay Polonsky,David S. Waller,2010-07-20 A research guide designed for today s business student This practical step by step guide shows business students how to successfully conduct a research project from choosing the topic through to presenting the results The book is divided into sections on preparing and planning the project undertaking the research and finally communicating the results The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions Unique to this book is the inclusion of chapters on topics such as supervision group work and ethics and both qualitative and quantitative data analysis New to this Edition Expanded coverage of the planning stage in Chapter 6 Planning the Research Project provides examples Web resources and discussions of practical issues such as costing and resources Chapter 5 Ethical Considerations now includes discussion of online research and technology to help students understand the ethical issues associated with their research project An Instructor Teaching site at www sagepub com polonskyirstr2e includes PowerPoint slides guidance on using the end of chapter questions sample answers for the case questions and teaching tips This guide is ideal for supporting undergraduate research projects in business and management as well as MBA assignments and other graduate classes in applied fields such as public administration and health care administration **Designing and Managing a Research Project** Michael J. Polonsky,David S. Waller,2019 Designing and Managing a Research Project A Business Student s Guide is a practical step by step guide that shows business students how to successfully conduct a research project from choosing the topic to presenting the results The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions The inclusion of topics such as supervision group work and ethics and both qualitative and quantitative data analysis along with examples from real student research provide a unique perspective The new Fourth Edition includes broader types of student project examples such as an Economics thesis additional international business cases increased coverage of Questionnaire Design and Institutional Review Boards and an integrated case throughout the book on High Performance Shoes with supporting materials and data Additional resources including case studies PowerPoint slides and test bank are available on the authors website at http polonskywaller com Designing and Managing a Research Project Michael Jay Polonsky,David S. Waller,2018-10-03 Designing and Managing a Research Project A Business Student s Guide is a practical step by step guide that shows business students how to successfully conduct a research project from choosing the topic to presenting the results The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions The inclusion of topics such as supervision group work and ethics and both qualitative and quantitative data analysis along with examples from real student research provide a unique perspective The new Fourth Edition includes broader types of student project examples such as an

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