## Contents

<table>
<thead>
<tr>
<th>Preface</th>
<th>xi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgments</td>
<td>xv</td>
</tr>
</tbody>
</table>

### PART I. THE FOUNDATIONS 1

1. **Introduction**
   - What Is Research? 4
   - How a Research Project Fits Within Your Business Education 7
   - Overview of the Book 8
   - Online Support Materials 11
   - Real-World Student Examples 12
   - Case Study: eSkills Recruitment 14
   - Chapter Questions 14
   - References 14

2. **Choosing a Topic**
   - Has the Topic Been Assigned? 18
   - Steps in Choosing a Topic 20
   - Project Checklist 30
   - Case Study 31
   - Chapter Questions 31
   - References 32

3. **The Role of the Supervisor**
   - Understanding Your Supervisor 34
   - What Is the Role of a Supervisor? 35
   - Selecting a Supervisor 39
   - Other Supervisor Arrangements 41
   - Ground Rules and Expectations 43
   - Conclusion 46
   - Project Checklist 46
   - Case Study 47
8. Data Gathering
Factors to Evaluate Data-Gathering Methods
Types of Research Data
Secondary Data
Primary Data
Mixed Methods
Sampling Methods
Research Errors
Conclusion
Project Checklist
Case Study
Chapter Questions
Appendix 8.1. Statistical Agencies That Provide Up-to-Date Demographics and Country Data
References

9. Qualitative Data Collection and Issues in Analysis
Qualitative Data Collection Methods
Implementation
Analysis and Interpretation
Conclusion
Project Checklist
Case Study
Chapter Questions
References
Further Reading

10. Quantitative Data Analysis
Hypotheses, Errors, and Significance
Empirically Examining Data
Basic Analysis
Basic Associations
Basic Causal Relationships
Introducing Advanced Techniques
Conclusion
Project Checklist
Glossary
Case Study
Chapter Questions
References
Further Reading
11. Identifying the Implications and Establishing Recommendations
Describing the Results
Discussion and Interpretation
Research Implications
Recommendation Guidelines
Limitations
Future Research
Project Checklist
Case Study
Chapter Questions
References

PART III. COMMUNICATING THE RESULTS

12. Presenting the Results
Ways to Present Research Findings
Numerical Tables
APA Style
Charts and Graphs
Pictures
Maps
Quotations
Conclusion
Project Checklist
Case Study
Chapter Questions
References

13. Writing the Report
Written Communication
When to Write?
Types of Reports
Structure of a Project Report
APA Standards
Conclusion
Project Checklist
Case Study
Chapter Questions
References

14. Oral Presentations
Before the Presentation
The Presentation
Wrapping Up
Groups and Group Members in Presentations