Research Methods for Business

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Research Methods for Graduate Business and Social Science Students. John Adams. 1.3 The nature of business and management research Management research is different from other kinds of research because it is transdisciplinary (multiple studies are involved with it) and it is a design science. Moreover, it has to be theoretically and methodologically accurate, while at the same time being of practical relevance in the business world. The researcher Michael Gibbons has introduced 3 modes of knowledge creation: Mode 1 – creating fundamental knowledge. Method – This is the longest section and reveals how the research will be conducted. It consists of two parts: Research design and data collection. Research design is an overall overview of the chosen method and provides the reason for choosing this method.