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QUANTITATIVE METHODS FOR BUSINESS

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Quantitative Methods An Introduction For Business Management

Xiang Xie



Quantitative Methods An Introduction For Business Management:

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Introduction to Quantitative Methods in Business John Gartchie Gatsi, 2016-04-21 This book provides introductory principles and tools needed to take concise business decision The book is written with many examples and illustration to help the reader follow through the concepts and principle needed to arrive at the best decision to solve business problems It is written with undergraduate polytechnics and other tertiary students in mind to make the topic student friendly

Quantitative Approaches in Business Studies Clare Morris, 2010-01-28 This book gives an introduction to the effective use of mathematical and statistical techniques in business operations working from first principles and building towards a complete understanding of first level undergraduate quantitative methods *Quantitative Techniques (New Format)* C R Kothari, The book has been known for years for its simplicity of approach which explains the tedious concepts of quantitative

techniques in a most reader friendly manner through practical examples The style is so lucid that even a reader having no formal training of mathematics and statistics will not find it difficult to understand and to apply these techniques The book is meant for MCom CA ICWA and degree diploma students of business administration **ECRM2012- 9th European Conference on Research Methods in Business Management** Rachel McClean,2010 Handbook of Longitudinal Research Methods in Organisation and Business Studies Melanie E. Hassett,Eriikka Paavilainen-Mäntymäki,2013-01-01 This Handbook is a very timely contribution to organization and business studies Most calls for longitudinal research are made in sections of published work that deal with limitations of the study or suggestions for further research This book places longitudinal research methods at center stage With its practical hands on approach it guides us how to design a longitudinal study in and around organizations whether qualitative or quantitative and how to implement it I warmly recommend this Handbook to ambitious senior and junior researchers It makes the commonly presented excuses for not undertaking longitudinal research completely redundant Rebecca Piekkari Aalto University School of Business in Helsinki Finland This is a very timely book that fills an important gap in the field of research methods So far very little attention has been paid to longitudinal research methods while the usefulness of this type of research has often been discussed in many papers and conferences Insights provided by scholars who have been doing this type of research provide useful guidelines for anyone interested in research methods from senior scholars to young researchers and PhD candidates This volume will serve as an excellent complement to the existing range of books on research methods Pervez Ghauri Kings College London UK This innovative Handbook demonstrates that there is no single best approach to conducting longitudinal studies At their best longitudinal research designs yield rich contextualised multilevel and deep understanding of the studied phenomenon The lack of resources in terms of time funding and people can pose a serious challenge to conducting longitudinal research This book tackles many of these challenges and discusses the role of longitudinal research programmes in overcoming such obstacles This book shows how longitudinal research methods enable the understanding of dynamics mechanisms causalities and interrelationships of organizational and business concepts in context and in relation to time It discusses the richness and versatility of longitudinal research and offers to students and experienced scholars alike numerous viewpoints reflections and personal accounts about conducting longitudinal research from planning and fieldwork to reporting and managing of research projects **Handbook of Research Methods for Marketing Management** Nunkoo, Robin,Teeroovengadam, Viraiyan,Ringle, Christian M.,2021-10-22 Taking a multidisciplinary approach this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds Chapters present methodological issues within marketing research sharing the researchers experiences of what does and does not work as well as discussing challenges and avenues for innovation **Leading Issues in Business Research Methods** Antony Bryant,2011 Published by Academic Publishing International in 2011 This is a collection of 11 important Research

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