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designed for undergraduates and graduates taking courses in research methods in business or research in management discusses managerial situations where research would be needed and illustrates through computer outputs how data can be analyzed and interpreted to answer several types of research questions offers both the theoretical and practical skills necessary to do research includes exercises projects and an example of a student research report

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ethical issues relating to research and the aspects of business data collection and data analysis are integrated throughout the book the issues in cross national research in sampling and data collection are thoroughly discussed the qualitative quantitative aspects of research are brought together through a case study on the final chapter

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research methodology concept and cases provides a comprehensive and stepwise understanding of the research process with a balanced blend of theory techniques and indian illustrations from a wide cross section of business areas this book makes no presumptions and can be used with confidence and conviction by both students and experienced managers who need to make business sense of the data and information that is culled out through research groups the conceptual base has been provided in comprehensive yet simplistic detail addressing even the minutest explanations required by the reader the language maintains a careful balance between technical know how and business jargon every chapter is profusely illustrated with business problems related to all domains marketing finance human resource and operations thus no matter what the interest area may be the universal and adaptable nature of the research process is concisely demonstrated

Applied Business Research 2001

this book is an introduction to research methodology intended to be used by students of
undergraduate and post graduate courses and those seeking clarity and an understanding of the key terminology used in research the handbook will provide the reader with the basic framework and summary of basic research principles and techniques this book has been written in simple language with examples to elucidate the underlying concepts terms language of research paradigms of research types of research research methods sampling data and measurement data collection methods and report writing the author has used a practical approach to the principles of research to make it easier for the reader to understand apply and select the paradigms of research research methods and research methodology applicable to their research this book endeavours to make research easy to understand and apply to all readers

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the subject of management research methodology is enthralling and complex a student or a practitioner of management research is beguiled by uncertainties in the search and identification of the research problem intrigued by the ramifications of research design and confused by obstacles in obtaining accurate data and complexities of data analysis management research methodology integration of principles methods and techniques seeks a balanced treatment of all these aspects and blends problem solving techniques creativity aspects mathematical modelling and qualitative approaches in order to present the subject of management research methodology in a lucid and easily understandable way

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due to the fierce competitive environment in the banking industry several service providers implement marketing tactics to compete in order to achieve customer loyalty particularly islamic banks around the world are struggling to compete against conventional in terms of marketing activities development and gaining customer loyalty relationship marketing tactics such as price service quality communication customization and reputation considered as the tools that marketers can use to enhance trust and commitment and subsequently customer loyalty this study investigates the impact of relationship marketing tactics trust and commitment on customer loyalty in the study data were collected through self administered questionnaires delivered to 308 customers of two leading islamic banks in algeria data were analyzed using structural equation modeling through smart pls the results found that only communication and customization are related to trust and reputation positively related to commitment communication and service quality significantly predicted customer loyalty in addition the results provided a substantial support that trust and commitment acts partially as the mediators on the relationship between relationship marketing tactics and customer loyalty findings also have contributed to new knowledge of evaluating a model of relationship marketing tactics with the role of trust and commitment on loyalty finally it would be useful to examine more variables future research can include different tactics such as reciprocity tangible rewards direct contact value proposition and customer satisfaction as well

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