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**Business Research Methods - UAB Barcelona**

Business Research Methods 9 1 Research problems and questions and how they relate to debates in Research Methods Recommended additional reading: Research Methods for Business Students, (Saunders, M, Lewis, P et al 2007) Chapters 1 and 2 11 Chapter Overview 111 Learning Outcomes By the end of this chapter successful students will be able to: 1

**RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES**

(v) Research demands accurate observation and description (vi) Research involves gathering new data from primary or first-hand sources or using existing data for a new purpose (vii) Research is characterized by carefully designed procedures that apply rigorous analysis (viii) Research involves the quest for answers to un-solved problems

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sions, research readily wins hands-down This is why professionals, educated people, and respon- sible leaders consistently turn to the methods, prin- ciples, and findings of social research when they want to learn more or make important decisions This text considers both the methodology and methods of social science research The terms may

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research students (ie, up to PhD level) from these disciplines The objective of this article is to present a step-by-step guide that research students may follow to save their valuable time reading through plethora of books on business research The authors have recently conducted an in-depth case study in the