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A Guide to Business Studies Paras Mahabaly,2008 Business Research Pieter W. Buys,Merwe Oberholzer,2023-03-14

This book focuses on research methodologies that apply to business research particularly for researchers and managers embarking thereon to support managerial decision making in the industry In doing so the book s objective is to guide business researchers in identifying defining and applying rigorous academic methodologies that will enable them to formulate design and execute effective research that answers their specific management problems Such guidance can empower organizational managers to understand that business research can contribute to practical solutions to actual problems experienced in the industry In addition by emphasizing the integrative nature between 1 academic research and 2 experienced industry problems it becomes possible to foster an awareness of such research s potential impact on organizational performance management sustainability and resilience With that attention is given to narrowing the gap between theory and practice which requires that fundamentals of scientific research be adhered to while maintaining the delicate balance between a practice friendly guide to pragmatically sound and academically rigorous business research

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