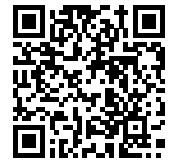


BMGT7021 Research Methods (Semester 1, 2, or 3)

[View Online](#)

85 items

Core module textbook (85 items)

The 4th edition is also good and is available as an ebook, but the 3rd is not so please do not use that edition.

Research methods for business students, by M. N. K. Saunders; Philip Lewis; Adrian Thornhill, 2023

[Book](#) | Essential

Recommended additional reading (48 items)

Business research methods, by Emma Bell; Alan Bryman; Bill Harley, 2022

[Book](#) | Recommended

Business research methods, by Alan Bryman; Emma Bell; Bill Harley, 2019

[Book](#) | Recommended

Developing research questions, by Patrick White, 2017

[Book](#) | Recommended

Study skills for international postgraduates, by Martin Davies, 2022

[Book](#) | Recommended

Researching and writing a dissertation: an essential guide for business students, by C. M. Fisher; John Buglear, 2010

[Book](#) | Recommended

The SAGE handbook of qualitative research, edited by Norman K. Denzin; Yvonna S. Lincoln; Michael D. Giardina; Gaile Sloan Cannella, 2024

[Book](#) | Recommended

Research ethics and integrity for social scientists: beyond regulatory compliance, by Mark Israel, 2015

[Book](#) | Optional

A handbook of reflective and experiential learning: theory and practice, by Jennifer A. Moon, 2004

[Book](#) | Optional

General methodology texts (6 items)

Management and business research, by Mark Easterby-Smith; Lena J. Jaspersen; Richard

Thorpe; Danat Valizade, 2021

Book | Recommended

Management & business research, by Mark Easterby-Smith; Richard Thorpe; Paul Jackson; Lena J. Jaspersen, 2018

Book | Recommended

Researching and writing a dissertation: an essential guide for business students, by Fisher, C. M.; Buglear, John, 2010

Book | Recommended

Qualitative data analysis: a methods sourcebook, by Matthew B. Miles; A. M. Huberman; Johnny Saldan

a, 2020

Book | Optional

Real world research: a resource for users of social research methods in applied settings, by Colin Robson; Kieran McCartan, 2016

Book | Optional

Ways of constructing research questions: gap-spotting or problematization? - in Organization, by Jørgen Sandberg; Mats Alvesson, 2011

Article | Optional

Books on quantitative research design (7 items)

Surveys in social research, by D. A. De Vaus, 2014

Book | Optional

Numbers guide: the essentials of business numeracy, 2014

Book | Optional

Discovering statistics using IBM SPSS statistics, by Andy P. Field; Andy P. Field, 2018

Book | Optional

History by numbers: an introduction to quantitative approaches, by Pat Hudson; Mina Ishizu, 2017

Book | Optional

Quantitative approaches in business studies, by Morris, Clare, 2012

Book | Optional

Questionnaire design, interviewing and attitude measurement, by Oppenheim, A. N.; Oppenheim, A. N., 1992

Book | Optional

Statistics without tears: an introduction for non-mathematicians, by Derek Rowntree, 2018

Book

Books on qualitative research design (12 items)

Qualitative inquiry & research design: choosing among five approaches, by John W. Creswell; Cheryl N. Poth, 2018

Book | **Optional** | Excellent if you'd like to know more about the philosophical and practical differences between narrative research, phenomenology, grounded theory, ethnography and case studies. Includes examples from each.

Qualitative interviewing: the art of hearing data, by Rubin, Herbert J.; Rubin, Irene, 2012

Book | **Recommended** | Excellent for those of you interested in interpretive approaches to interviewing.

Case study research and applications: design and methods, by Robert K. Yin; Donald T. Campbell, 2018

Book | **Recommended**

Case study method: key issues, key texts, by Gomm, Roger; Hammersley, Martyn; Foster, Peter, 2000

Book | **Optional** | This book is good on the methodological issues, but doesn't cover 'how to' as well as the classic books by Yin.

Ethnography: principles in practice, by Martyn Hammersley; Paul Atkinson, 2019

Book | **Recommended** | No ebook available for 4th edition.

Ethnography: principles in practice, by Martyn Hammersley; Paul Atkinson, 2007

Book | **Recommended**

Focus groups: a practical guide for applied research, by Richard A. Krueger; Mary Anne Casey, 2015

Book | **Recommended**

InterViews: learning the craft of qualitative research interviewing, by Svend Brinkmann; Steinar Kvale, 2015

Book | **Recommended** | Good, and one of the best, readable discussions of how to analyse interview data

Internet communication and qualitative research: a handbook for researching online, by Mann, Chris; Stewart, Fiona, 2000

Book | **Recommended** | This text is relevant if you are gathering qualitative data from the internet, for example using online surveys.

A very short, fairly interesting and reasonably cheap book about qualitative research, by Silverman, David, c2013

Book | **Recommended**

Interpreting qualitative data, by David Silverman, 2024

Book | **Recommended**

Interpreting qualitative data, by David Silverman, 2020

Book | **Recommended**

Books on critical thinking and general writing skills (5 items)

Critical thinking for students: learn the skills of analysing, evaluating and producing arguments, by Brink-Budgen, Roy van den, 2010

Book | **Optional** | This will be a very useful book but you will have to find the time to work through the exercises.
4th ed.

Critical thinking for students: learn the skills of critical assessment and effective argument, by Roy van den Brink-Budgen, 2007

Book | **Optional** | 3rd ed.

How to write better essays, by Bryan Greetham, 2023

Book | **Recommended**

How to write better essays, by Bryan Greetham, 2018

Book | **Recommended** | This is about writing essays but chapter 11 is very good on developing reading skills (skimming, scanning and word-for-word reading).

The Oxford guide to effective writing and speaking: how to communicate clearly, by John Seely, 2013

Book | **Recommended**

Books on evaluating source of literature (2 items)

These books focus on Internet and electronic sources, but the principles of evaluation are also relevant to printed materials.

A guide to finding quality information on the Internet: selection and evaluation strategies, by Cooke, Alison, 2001

Book | **Optional**

How to find information: a guide for researchers, by Rumsey, Sally, 2008

Book | **Optional** | This is a good book about finding information and has good coverage on has a useful chapter on evaluating sources and data

Books on writing research proposals and on presenting information (7 items)

See also relevant chapters in books on writing dissertations

Developing effective research proposals, by Keith Punch, 2016

Book | **Recommended**

Presenting numbers, tables, and charts, by Bigwood, Sally; Spore, Melissa, 2003

Book | **Optional**

How to write reports and proposals: create attention-grabbing documents that achieve your goals, by Patrick Forsyth, 2022

Book | **Optional**

How to write reports and proposals: create attention-grabbing documents that achieve

your goals, by Patrick Forsyth, 2019

Book | **Optional** | No ebook available for 5th edition

How to write reports and proposals, by Patrick Forsyth, 2016

Book | **Optional**

Proposals that work: a guide for planning dissertations and grant proposals, by Locke, Lawrence F.; Spirduso, Waneen Wyrick; Silverman, Stephen J., 2014

Book | **Optional**

Professional writing, by Sky Marsen, 2020

Book | This book is very helpful on writing reports and different types of proposals

Books on writing a literature review (1 items)

The literature review: a step-by-step guide for students, by Ridley, Diana, 2012

Book | **Recommended**

Journals (17 items)

This is not an exhaustive list. Please discuss with your supervisor or lecturer: The Association of Business Schools' 2010 journals list is on Brookes Virtual. Some example lists (e.g. for HRM) are provided in the appendices

The Academy of Management review

Journal | **Essential**

British journal of management

Journal | **Recommended**

European journal of marketing

Journal

International journal of operations & production management

Journal

The journal of applied behavioral science

Journal

Journal of business ethics

Journal

Journal of European industrial training

Journal

Journal of management development

Journal

Journal of managerial psychology

Journal

Journal of marketing research, by American Marketing Association

Journal

International Journal of Market Research, by Market Research Society

Journal

Management accounting research

Journal

Management decision

Journal

Management learning

Journal

Organization studies

Journal

Personnel review

Journal

Regional studies

Journal

Web sites (19 items)

Business Zone

Website

Hoovers | Company Information | Industry Information | Lists

Website

Office for National Statistics (ONS) - ONS

Webpage

Advertising Association - promoting and protecting everyone in adland - advertisers, media owners and agencies

Website

ASA - Advertising Standards Authority

Website

Acas - Home

Webpage

American Marketing Association

Webpage

ACCA | ACCA Global | Global body for professional accountants Accountancy

Webpage

GOV.UK /business

Website

CBI: The UK's top business lobbying organisation

Website

Welcome to the Chartered Banker Institute

Website

CIMA - Chartered Institute of Management Accountants

Website

The Chartered Institute of Marketing (CIM)

Webpage

The Work Foundation | Home

Website

Institute of Directors | IoD

Website

CIPD

Website

Institute of Practitioners in Advertising

Website

London Stock Exchange

Webpage

TUC - Britain at work

Website