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# Quantitative Approaches In Business Studies Clare Morris

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for Business, Management and Finance  
The Analysis of Firms and Employees  
Analysing Quantitative Data for Business and Management Students  
Integrating Qualitative and Quantitative Methods  
Technology, Development and Management for the E-Business with Quantitative Approaches in Business Studies  
Quantitative Methods  
An Introduction for Business Management  
Quantitative Approaches in Business  
Quantitative and Qualitative Approaches  
A Practical Guide  
Quantitative Approaches in Business Studies (7a. Ed.).  
Business Research  
A Practical Guide for Undergraduate and Postgraduate Students  
Quantitative Methods  
Qualitative, Quantitative, and Mixed Methods Approaches  
Qualitative Methods in Business Research  
Research Methods in Business Studies  
ECRM 2021 20th European Conference on Research Methods in Business and Management  
Quantitative Approaches in Business Studies  
Economics  
Quantitative and Qualitative Approaches  
Handbook of Longitudinal Research Methods in Organisation and Business Studies  
A Case-Study Approach  
Valuepack: Business Information Systems  
Methods of Life Course Research  
Business Information Systems  
Business Research Methods  
Quantitative Techniques in Business, Management and Finance  
Handbook of Qualitative Research Methods for Family Business  
A Handbook  
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Quantitative Approaches in Business Studies - Access Code  
Handbook of Ethics in Quantitative Methodology  
Research Design  
Research Methods in Business Studies  
QUANTITATIVE APPROACHES IN BUSINESS STUDIES, 8/E.  
Research Methods for Business  
Quantitative Methods in Tourism

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## LEWIS CARINA

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*for Business, Management and Finance* John Wiley & Sons

What are the most effective methods for doing life-course research? In this volume, the field's founders and leaders answer this question, giving readers tips on: the art and method of the appropriate research design; the collection of life-history data; and the search for meaningful patterns to be found in the results.

Macmillan International Higher Education

This timely Handbook provides a comprehensive guide to the methodological challenges of qualitative research in family business. Written by an international, multidisciplinary team of experts in the field, the Handbook provides practical guidance based on the experiences of senior researchers, and features reflective discussion on how to craft insightful, rigorous studies.

*The Analysis of Firms and Employees* Academic Conferences International Limited

Quantitative Methods for Business: The A-Z of QM will enable readers to: \*Appreciate the significance of quantitative methods for businesses and the study of business \*Understand and apply a wide range of quantitative techniques \*Select appropriate quantitative techniques for data analysis, problem solving and decision making \*Interpret and communicate the results of quantitative analysis

*Analysing Quantitative Data for Business and Management Students* SAGE Publications

An accessible introduction to the essential quantitative methods for making valuable business decisions Quantitative methods-research techniques used to analyze quantitative data-enable professionals to organize and understand numbers and, in turn, to make good decisions.

Quantitative Methods: An Introduction for Business Management presents the application of quantitative mathematical modeling to decision making in a business management context and emphasizes not only the role of data in drawing conclusions, but also the pitfalls of undiscerning reliance of software packages that implement standard statistical procedures. With hands-on applications and explanations that are accessible to readers at various levels, the book successfully outlines the necessary tools to make smart and successful business decisions. Progressing from beginner to more advanced material at an easy-to-follow pace, the author utilizes motivating examples throughout to aid readers interested in decision making and also provides critical remarks, intuitive traps, and counterexamples when appropriate. The book begins with a discussion of motivations and foundations related to the topic, with introductory presentations of concepts from calculus to linear algebra. Next, the core ideas of quantitative methods are presented in chapters that explore introductory topics in probability, descriptive and inferential statistics, linear regression, and a discussion of time series that includes both classical topics and more challenging models. The author also discusses linear programming models and decision making under risk as well as less standard topics in the field such as game theory and Bayesian statistics. Finally, the book concludes with a focus on selected tools from multivariate statistics, including advanced regression models and

data reduction methods such as principal component analysis, factor analysis, and cluster analysis.

The book promotes the importance of an analytical approach, particularly when dealing with a complex system where multiple individuals are involved and have conflicting incentives. A related website features Microsoft Excel® workbooks and MATLAB® scripts to illustrate concepts as well as additional exercises with solutions. Quantitative Methods is an excellent book for courses on the topic at the graduate level. The book also serves as an authoritative reference and self-study guide for financial and business professionals, as well as readers looking to reinforce their analytical skills.

*Integrating Qualitative and Quantitative Methods* Bloomsbury Publishing

A user friendly introduction to use and interpretation of quantitative methods for Business students.

**Technology, Development and Management for the E-Business with Quantitative Approaches in Business Studies** Edward Elgar Publishing

This comprehensive Handbook is the first to provide a practical, interdisciplinary review of ethical issues as they relate to quantitative methodology including how to present evidence for reliability and validity, what comprises an adequate tested population, and what constitutes scientific knowledge for eliminating biases. The book uses an ethical framework that emphasizes the human cost of quantitative decision making to help researchers understand the specific implications of their choices. The order of the Handbook chapters parallels the chronology of the research process: determining the research design and data collection; data analysis; and communicating findings. Each chapter: Explores the ethics of a particular topic Identifies prevailing methodological issues Reviews strategies and approaches for handling such issues and their ethical implications Provides one or more case examples Outlines plausible approaches to the issue including best-practice solutions. Part 1 presents ethical frameworks that cross-cut design, analysis, and modeling in the behavioral sciences. Part 2 focuses on ideas for disseminating ethical training in statistics courses. Part 3 considers the ethical aspects of selecting measurement instruments and sample size planning and explores issues related to high stakes testing, the defensibility of experimental vs. quasi-experimental research designs, and ethics in program evaluation. Decision points that shape a researchers' approach to data analysis are examined in Part 4 - when and why analysts need to account for how the sample was selected, how to evaluate tradeoffs of hypothesis-testing vs. estimation, and how to handle missing data. Ethical issues that arise when using techniques such as factor analysis or multilevel modeling and when making causal inferences are also explored. The book concludes with ethical aspects of reporting meta-analyses, of cross-disciplinary statistical reform, and of the publication process. This Handbook appeals to researchers and practitioners in psychology, human development, family studies, health, education, sociology, social work, political science, and business/marketing. This book is also a valuable supplement for quantitative methods courses required of all graduate students in these fields.

*Quantitative Methods* Oxford University Press

This concise but comprehensive book explains the importance of a scientific approach to business research and problem-solving projects.

*An Introduction for Business Management* Edward Elgar Publishing

The new edition of this highly successful and popular textbook is a comprehensive, easy-to-follow guide to using and interpreting all the quantitative techniques that students will encounter in their later business and financial careers; from fundamental principles through to more advanced applications. Topics are explained in a clear, friendly step-by-step style, accompanied by examples, exercises and activities, making the text ideal for self-tuition or for the student with no experience or confidence in working with numbers. This highly successful learning-by-doing approach, coupled with the book's clear structure, will enable even the most maths-phobic student to understand these essential mathematical skills. Comprehensive in both its scope of coverage and the range of abilities it caters for, this remains a core textbook for undergraduate students of business, management and finance, for whom Quantitative Methods modules will be a key component. It will also appeal to those on related MBA and postgraduate courses. New to this Edition: - Business Modelling 'Moving on...' feature with integrated web and book activities to promote student engagement with the application of mathematical techniques in real-life workplaces - Extensive revamp of two Statistics chapters based on student and lecturer feedback - Crucial updated practical guides to using Excel and SPSS - Integrated companion website resources helps relate theory to real world examples

[Quantitative Approaches in Business](#) Cambridge University Press

'Comprehensive, current and compelling, a winning combination for any research student or practitioner interested in increasing his/her knowledge about qualitative methods as they apply to business research' - The Qualitative Report Covering all the major qualitative approaches in business studies (including case study research, ethnography, narrative inquiry, discourse analysis, grounded theory and action research), this practical how-to guide shows how qualitative methods are used within management, marketing, organizational studies and accounting. Within each approach, the authors consider crucial issues such as framing the research, generating research questions, getting access, collecting empirical materials, reporting the results and evaluating the research. Original case studies drawn from around the world are included throughout to demonstrate the practical applications of the methods discussed.

**Quantitative and Qualitative Approaches** SAGE

Conference Proceedings of 20th European Conference on Research Methods in Business and Management

**A Practical Guide** Pearson Education

In *Analysing Quantitative Data*, Charles A. Scherbaum and Kristen M. Shockley guide the reader through Understanding Quantitative Data Analysis, Basic Components of Quantitative Data Analysis, Conducting Quantitative Data Analysis, Examples of Quantitative Data Analysis and Conclusions. An appendix contains Excel Formulas. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and Vadake K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. Watch the editors introduce the Mastering Business Research Methods series

*Quantitative Approaches in Business Studies (7a. Ed.)*. CRC Press

Showcasing methodological rigour and state-of-the-art methods as hallmarks of modern international business (IB) research, this book offers a collection of the most relevant and highly cited research methods articles from the Journal of International Business Studies (JIBS). Each piece is accompanied by a new Commentary written by experts in the field; some also include Further Reflections by the original authors. Encompassing both qualitative and quantitative approaches, this comprehensive volume explores research design, testing and reporting, as well as specific methodological issues such as endogeneity, common method variance, and theorising from case studies. With recommendations for best practices relating to interaction effects, hypothesis testing, and replicability, this book is a unique and up-to-date reference source on the latest research methods and practices in international business. The book will also be essential reading for those studying any sub-discipline of IB research, including international economics, entrepreneurship, finance, management and marketing.

*Business Research* FT Prenticehall

This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry. The Fifth Edition includes more coverage of: epistemological and ontological positioning in relation to the research question and chosen methodology; case study, PAR, visual and online methods in qualitative research; qualitative and quantitative data analysis software; and in quantitative methods more on power analysis to determine sample size, and more coverage of experimental and survey designs; and updated with the latest thinking and research in mixed methods. SHARE this Comparison of Research Approaches poster with your students to help them navigate the distinction between the three approaches to research.

*A Practical Guide for Undergraduate and Postgraduate Students* Financial Times/Prentice Hall

*Quantitative Approaches in Business Studies* provides a clear and accessible introduction to quantitative methods, ideal for students of business and management on undergraduate, Masters and professional courses. With a uniquely user-friendly style, Clare Morris' popular treatment of this challenging subject is carefully designed to build students' confidence in the use and interpretation of quantitative methods. Encouraging conceptual understanding as well as practical aptitude, the text leads the reader from an initial chapter revising basic mathematics through to a concluding chapter discussing statistical research methods for student projects. Practical guidance on the use of Excel for quantitative analysis runs throughout the text, integrated with an online Excel workbook. New for this edition Many new 'Quantitative Methods in Practice' examples, drawn from recent and topical articles in the press and beyond. Substantial case-studies at the end of each chapter, integrating the material of the chapter. Revised and updated throughout. MyMathLab Global will generate a personalised study plan for you and provide extensive practice questions exactly where you need them. Interactive questions with randomised values allow you to practise the same concept as many times as you need until you master it. Guided solutions break down the question for you step-by-step. A full e-book links out to the relevant part of the text while you are practising.

Students, if interested in purchasing this title with MyMathLab Global, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. Visit [www.pearsoned.co.uk/morris](http://www.pearsoned.co.uk/morris) or [www.mymathlab.com/global](http://www.mymathlab.com/global) to access MyMathLab Global. Clare Morris has taught quantitative methods to students of business, from HND to PhD level, at institutions including Bristol Polytechnic, Warwick Business School and Cardiff Business School. She is currently Emeritus Professor at the University of Gloucestershire.

#### Quantitative Methods Channel View Publications

While there is a large and ever-expanding body of work on the fields of business ethics and corporate social responsibility (CSR), there is a noted absence of a single source on the methodology and research approaches to these fields. In this book, the first of its kind, leading scholars in the fields gather to analyse a range of philosophical and empirical approaches to research in business ethics and CSR. It covers such sections as historical approaches, normative and behavioural methodologies, quantitative, qualitative and experimental perspectives, grounded theory and case methodologies, and finally a section on the role of the researcher in research projects. This book is a valuable and essential read for all researchers in business ethics and CSR, not only for those starting out in the fields, but also for seasoned scholars and academics.

*Qualitative, Quantitative, and Mixed Methods Approaches* South Western Educational Publishing  
This Multi Pack consists of *Business Information Systems, Second Edition*, by Paul Bocij, Dave Chaffey, Andrew Greasley and Simon Hickie (ISBN: 027365540X), and *Quantitative Approaches in Business Studies, Sixth Edition*, by Clare Morris (ISBN: 0273657593). Business information systems play an increasingly important role throughout modern business. As companies embrace concepts such as e-business and e-commerce to improve business performance, the successful management of business information systems becomes ever more important. This major text, now in its second edition, develops the management knowledge and skills for effective BIS strategy, systems development and management. *Business Information Systems: Technology, Development and Management* assumes no prior knowledge of Information Systems (IS) or Information and Communications Technology (ICT), and emphasises the importance of IS to management decision making. It takes a 3 part structure: Part One covers hardware, software and network technologies; Part Two looks at information systems development including analysis, design and implementation; and Part Three describes the strategic management of IS. This successful format allows each section to be studied in support of individual modules, and enables students to focus clearly on specific areas and use the book for more than one course. *Quantitative Approaches in Business Studies* is a widely used, first-rate introduction to the effective use of mathematical and statistical techniques in business. Fully updated for this sixth edition, the book adopts a problem solving approach to show the relevance of quantitative techniques in the business and management environment. Requiring

only minimal prior mathematical knowledge, the text maintains the accessible and user-friendly style of earlier editions. A first chapter on basic numeracy skills allows the reader to brush-up on their knowledge while worked examples in the text and accompanying on-line Excel workbook allow students to test their understanding.

#### Qualitative Methods in Business Research Pearson Higher Ed

A concise and straightforward guide for students undertaking a research project for the first time. The new edition details the entire research process, from reviewing the literature to writing up results. It features balanced and expanded coverage of collection and analysis of both qualitative and quantitative data, and new chapters on academic decision making and preparing research proposals. Students find this book very practical, as it provides the tools they need to successfully embark on research projects and applies theories to real life scenarios. It also features an excellent glossary and practical troubleshooting section which identifies potential problems and provides likely solutions. A companion website is available providing lecturer and student resources, including PowerPoint slides, datasets and interactive revision questions.

#### Research Methods in Business Studies SAGE

Readers don't need to be a mathematician to understand and maximize the power of quantitative methods! Written for the future or current business professional, *QUANTITATIVE METHODS FOR BUSINESS, 12E, International Edition* by a powerhouse, award-winning author team makes it easy for readers to understand how to most effectively use quantitative methods to make intelligent successful decisions. The book's hallmark problem-scenario approach guides readers through the application of mathematical concepts and techniques, while memorable examples illustrate how and when to use the methods. Readers discover everything needed for success in working with quantitative methods, from a strong managerial orientation to instant online access to Excel worksheets for text examples; *The Management Scientist v6.0* and *TreePlan*; *Crystal Ball*; *Premium Solver for Excel*, and *LINGO*.

#### **ECRM 2021 20th European Conference on Research Methods in Business and Management** Financial Times/Prentice Hall

With this book, managers can learn sophisticated techniques for analyzing and interpreting business results. This step-by-step, practical guide brings together all the quantitative methods business professionals need. Coverage includes: statistics for market research and other applications; probability and decision theory; financial mathematics, including NPV/APR and investment appraisal; index numbers; forecasting; inventory control methods including MRP and JIT; linear programming; simulation; project management, and more. For all business and finance professionals and students interested in quantitative methods.

#### **Quantitative Approaches in Business Studies** SAGE Publications

*Quantitative Approaches in Business Studies*

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