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Mkw2420 Marketing Research Methods Unit Guide Semester 1 201

W. T. Knox



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Handbook of Research Methods for Marketing Management Robin Nunkoo, Viraiyan Teeroovengadam, Christian M Ringle, 2023-03-28 Taking a multidisciplinary approach this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds Chapters present methodological issues within marketing research sharing the researchers experiences of what does and does not work as well as discussing challenges and avenues for innovation Divided into four parts covering quantitative and qualitative research approaches mixed methods approaches and critical issues regarding how research is conducted the Handbook offers guidance for all marketing researchers This guidance includes insights on scale development necessary condition analysis experimental design visual research methods phenomenology and mobile ethnography Chapters also consider recent advances in marketing research methods legal aspects of marketing research research ethics and how a forensic science framework can be used in marketing research Generating wider methodological debates this Handbook will be a valuable resource for researchers and students of marketing as well as scholars interested in research methods in the business and management field Its practical recommendations will also be beneficial for marketing practitioners interested in research **PRACTICAL RESEARCH**

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