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# Business Research Methods

A Hands on Approach with SPSS

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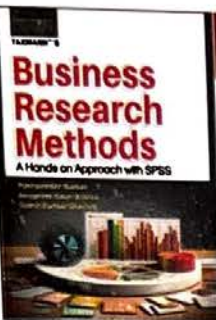
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# About The Book

Research is the foundation of effective business and management decision-making. The book, "**Business Research Methods: A Hands on Approach with SPSS**," attempts to bridge this gap by taking research principles and practices to a level of comprehension and application.

This book is designed for MBA students of various Universities, Institutions, and Business schools, providing a systematic, step-by-step method of understanding, developing, and implementing research in a business setting. It provides clear explanations of basic research concepts and successfully integrates real-life exercises using SPSS, a widely used statistical software package common in academic as well as industrial research work.

## Major highlights of the Book:

- ▶ Step-by-step procedure on how to perform statistical analysis on SPSS, with snapshots.
- ▶ Clear, student-centred language that demystifies complicated ideas.
- ▶ Best for classroom instruction, project work, dissertations, and self-learning.
- ▶ Real-world business applications and real-world datasets to support learning.
- ▶ Case study-based examples attached with research process.
- ▶ Spans the whole research process: From problem identification and hypothesis development through data collection, data analysis and report writing.
- ▶ Graphical representation of research process.
- ▶ Output representation with SPSS.
- ▶ Interpretation of findings with example.
- ▶ Review questions and exercises at the end of each chapter to reinforce understanding.
- ▶ MCQ based review of learning.

# About The Authors



**Dr. Pushpender Kumar**, is Professor in the Department of Commerce, Kirori Mal College, University of Delhi. He has more than 24 years of teaching experience and his area of expertise includes Research methods, case study, and Design Thinking. He earned his Ph.D. in Marketing from Faculty of Management Studies, University of Delhi. He completed his post-doc from Alliant International University, San Diego, CA, USA and Bachelor of Business Studies (B.B.S) from Saheed Sukhdev College of Business Studies, University of Delhi. He has been a visiting faculty of MBA - BE (south campus) MBA-PT, FMS, and Ph.D. course work at Faculty of Commerce and Business, University of Delhi. He is an alumnus of IIMA (FDP- 2018). He can be contacted at [pkumar@kmc.du.ac.in](mailto:pkumar@kmc.du.ac.in)



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