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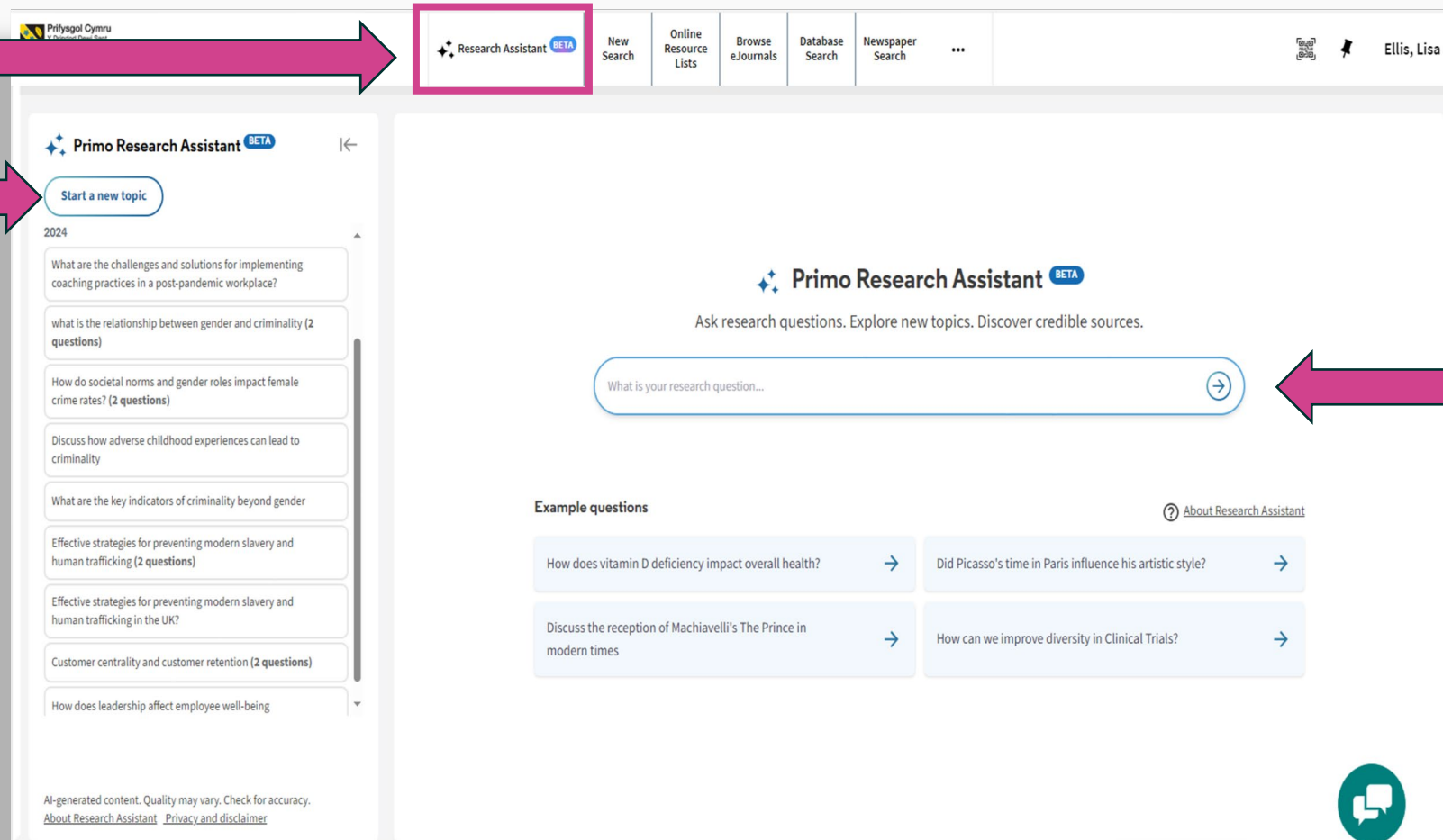
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Overview of sources

Research methods for business students encompass a variety of approaches and skills that are essential for conducting effective research in business and management contexts. One important aspect is the design of research questionnaires, which involves understanding the origins, types, components, question formats, measurement scales, sequencing, layout, and pilot testing of questionnaires. This approach is particularly relevant for business and management students at the Master's level and can also serve doctoral students and faculty members interested in questionnaire design . ①

The teaching of research methods in business education can benefit from innovative approaches that go beyond traditional questionnaires and interviews. For example, a psychogeographical approach introduces students to qualitative research through observation and the significance of place and setting, encouraging reflection on the nature of management research and the value of diverse data types. This method challenges conventional success criteria and supports guided and self-reflection in learning . ③

Developing research capabilities in undergraduate business management students involves addressing the complexity of the research process, which requires creativity, critical thinking, and deep methodological knowledge. Early stages such as identifying research problems demand creativity and critical thinking, while later stages require specialized methodological skills. Problem-based learning (PBL) has been proposed as a way to foster these skills, particularly critical thinking, by engaging students in practical research tasks that integrate subject knowledge and research methods . ④

There is also a discussion on the integration of quantitative and qualitative research methodologies in business research education. Rather than maintaining a divide between these paradigms, it is suggested that students be taught both approaches simultaneously within a mixed-methods framework. This aims to develop pragmatist researchers capable of applying both qualitative and quantitative techniques appropriately in their research . ⑤

Finally, validating qualitative research results in business analytics and technology research can be enhanced through sequential mixed-methods designs. This involves using grounded theory methodology for qualitative data extraction, bias reduction techniques, and quantitative validation through structural equation modeling, thereby improving the rigor and applicability of qualitative findings in business research . ②

In summary, research methods for business students involve a blend of questionnaire design, innovative qualitative approaches, critical thinking development through problem-based learning, integration of mixed methods, and rigorous validation techniques to support robust business research. These elements collectively contribute to the development of research skills suited to the complexities of business and management studies.



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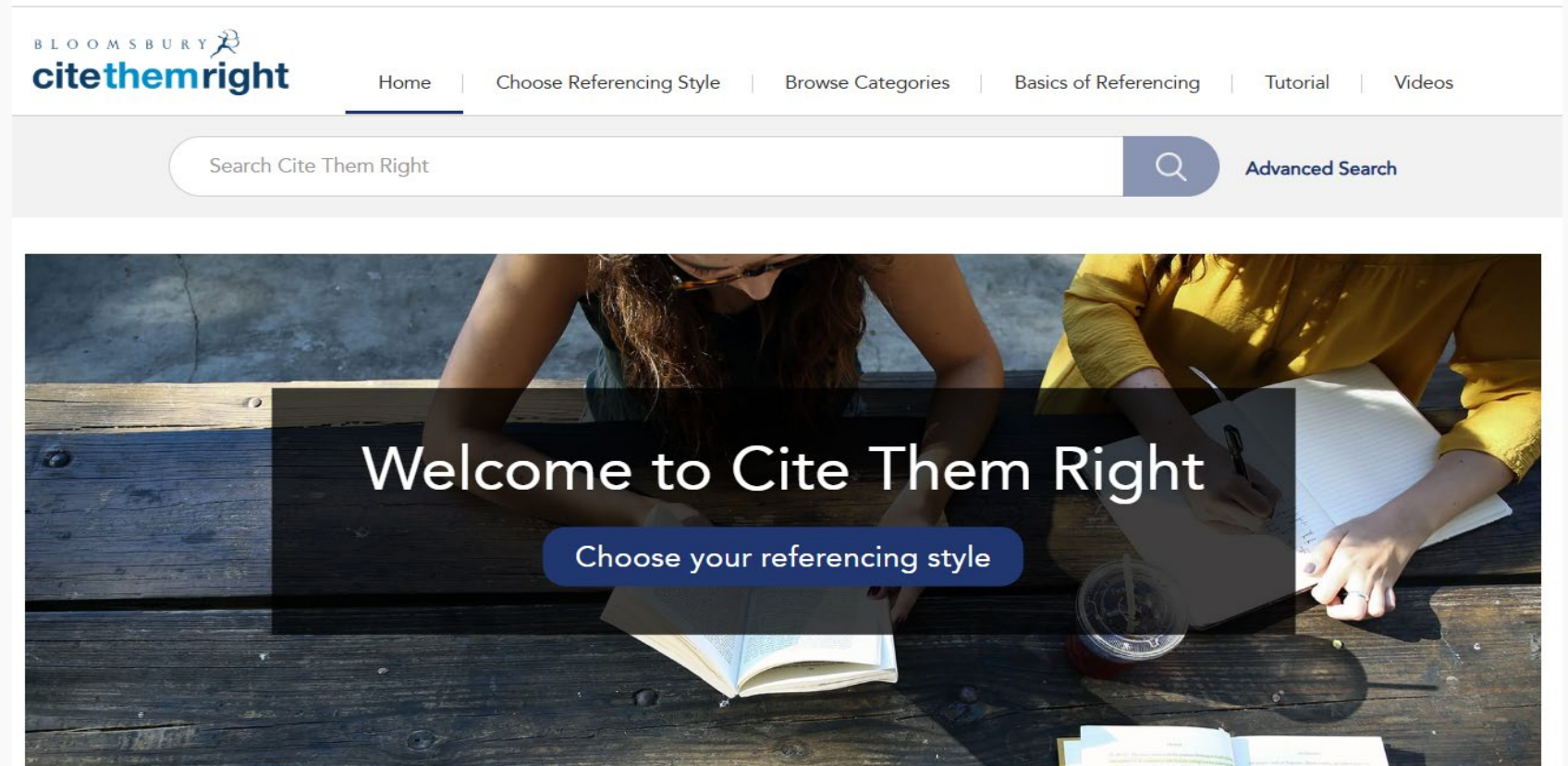
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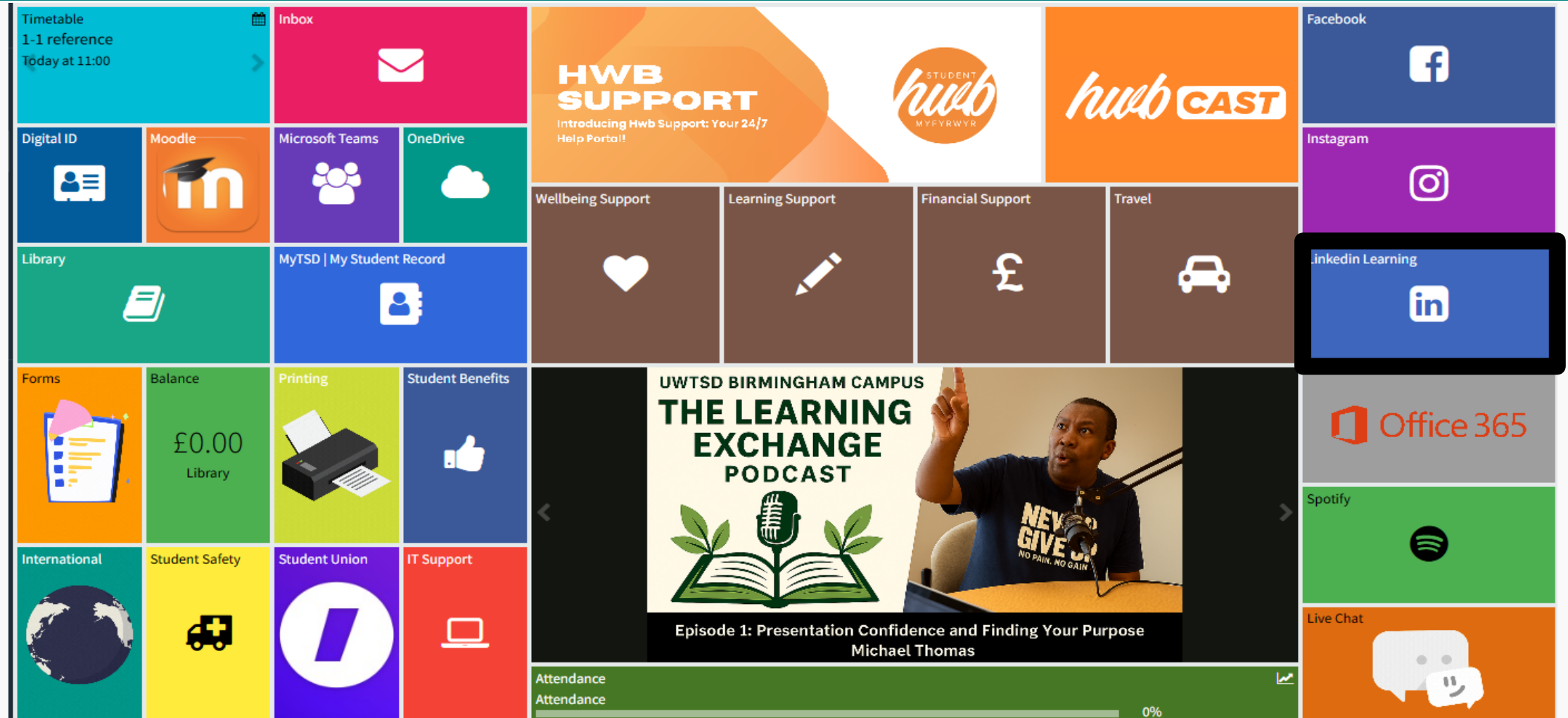


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“

The key to wisdom is this – constant and frequent questioning, for by doubting we are led to question; by questioning we arrive at the truth.” — Peter Abelard

Any
Questions



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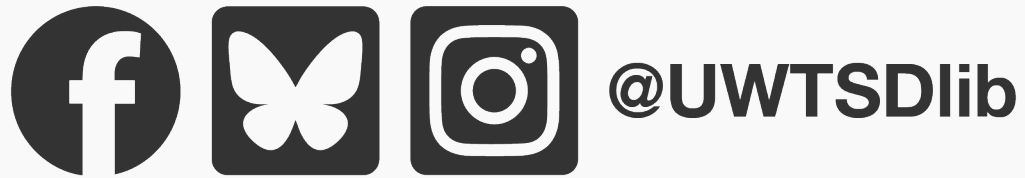
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