## **Business Research Methods**



Blumberg, Boris, Donald R. Cooper, and Pamela S. Schindler. 2014. Business Research Methods. Fourth edition. London: McGraw-Hill Education.

Bryman, Alan, and Emma Bell. 2015. Business Research Methods. Fourth edition. Oxford, United Kingdom: Oxford University Press.

Denzin, Norman K., and Yvonna S. Lincoln. 2013. Strategies of Qualitative Inquiry. Fourth Edition. Los Angeles: SAGE.

Easterby-Smith. 2018. Management & Business Research. 6th ed. Sage.

Easterby-Smith, Mark, Richard Thorpe, Paul Jackson, and Lena J. Jaspersen. 2018. Management & Business Research. 6th edition. Los Angeles: SAGE.

Neuman, W. Lawrence. 2014. Social Research Methods: Qualitative and Quantitative Approaches. Seventh edition. Harlow, Essex: Pearson.

Saunders, Mark, Philip Lewis, and Adrian Thornhill. 2016a. Research Methods for Business Students. Seventh edition. Harlow, England: Pearson.

http://search.ebscohost.com/login.aspx?direct=true&db=cat01883a&AN=uea.00 3906832&authtype=sso&custid=s8993828&site=ehost-live.

——. 2016b. Research Methods for Business Students. Seventh edition. Harlow, England: Pearson.

http://search.ebscohost.com/login.aspx?direct=true&db=cat01883a&AN=uea.00 3906832&authtype=sso&custid=s8993828&site=ehost-live.