

INDEX

- Abstract concepts, operationalization 127, 129, 136
Abstract databases 42
Accounting research 4
Accuracy *see* Goodness of measures; Precision
Achievement motivation, operationalization 129–135
Acknowledgments 399
Action research 31
Alternate hypotheses 89–90, 291, 336
Ambiguous questions 201
Analysis of variance (ANOVA) 346–8
 two-way 358
Anonymity 203–4
ANOVA *see* Analysis of variance
Appendix of report 401
Applied research 5, 6–7, 8–9
 basic research distinguished 8
 generalizability 18
Area sampling 274, 275, 279, 284
Attitude Toward the Offer 163
Attributes of objects, measurement 126–7
Authorization, letters of 47, 396, 397
- Background information 37–38
Bar charts 315–16, 400
Basic research 6, 7–9
 applied research distinguished 8
 example report 418–422
Behavioural area research 23–24
Beta coefficients 351
Bias 21
 editing data 310
 interviews 189–90, 194, 196, 211
 minimizing 190–3, 198
 observational studies 215
 questionnaires 198, 203, 211
 sampling bias 194
 selection bias effects 238, 241, 242
 systematic 271, 275, 283
 unbiased questions 191–2
Bibliographic databases 41–2, 60
Bibliographies 61
Bivariate relationships 319–320
Box-and-whisker plots 319
Broad problem area *see* Problem area identification
- Business Ethics Quarterly* 15
Business research 2–3
 applied research 5, 6–7, 8–9, 18
 basic research 6, 7–9
 common research areas 4–5
 definition 3
 ethical issues 15
 managers and 3–4, 9–10, 14–15
 types 5–9
- Canonical correlation 359
CAPI *see* Computer-assisted personal interviewing
CAPPA 210–11
Case studies 30–1, 103, 109
 internal validity 241–2
 proving causal relationships 241–2
Categorization 374
Category reliability 384
Category scale 149–50
CATI *see* Computer-assisted telephone interviewing
Causal relationships 72, 110
 case studies and 241–2
 establishing 227–8
 identification 120
 simulations and 250
 see also Causal studies
Causal studies 110–11
 deductive processes 29
 longitudinal nature 120
 managerial understanding 123
 researcher interference 111–13
 settings 114, 116
Cause-and effect-relationships *see* Causal relationships
Central tendency, measures of 311, 313, 316–17
Chi-squared test 320–1, 344
Chicago Manual of Style 44, 61
Citations *see* References
Classification data 203–4, 207–8
Closed questions 200
Cluster sampling 274–5, 279, 284, 297
Cochran Q test 321
Coding of data 306–8, 310
 qualitative data 370, 372–3
Coefficient of determination 349–50
Column charts 400
Comparative scales 156

- Completely randomized design 255–6
 Complex probability sampling 270–1, 275
 Computer-aided surveys 186, 195–6
 Computer-assisted interviews 193, 194–5, 196–7
 Computer-assisted personal interviewing (CAPI) 195
 Computer-assisted telephone interviewing (CATI) 186, 193, 195
 Computer-based simulations 250
 Conceptual analysis 386
 Conceptual models 81
 Conclusions 264, 382–383, 399
 Concurrent validity 159, 160
 Conference proceedings 40
 Confidence 21
 estimation and 289–90
 sample size and 288–9, 294
 trade-off with precision 290–1
 Confidence intervals 21
 Confidence levels 21
 Conjoint analysis 357–8
 Consensus scale 154
 Consistency 324
 measures 162–3
 Constant sum scale 152–3
 Construct validity 160–1
 Consultants *see* Researchers
 Consumer Mail Panel 183
 Contaminating variables 229, 231–3
 Content analysis 385–6
 Content validity 158–9, 160
 Continuous variables 70
 Contrived settings 114, 116
 Control groups 230
 ethical issues 251–2
 posttest only with experimental and control groups 243–4, 248
 pretest and posttest experimental and control group design 245–6, 248
 Convenience sampling 276, 278, 280, 285
 Convergent validity 160, 327
 Correlation matrix 320
 Correlational analysis 160
 Correlational studies 110–11, 227
 managerial understanding 123
 researcher interference 111, 112
 settings 114
 Correlations 321–2
 Cost-benefit analysis 399
 Costs 110
 research design and 121
 sampling design and 282
 see also Resources
 Countries, as units of analysis 118–19
 “Cover stories” 233
 Coverage error 267
 Criterion variables *see* Dependent variables
 Criterion-related validity 159, 160, 327
 Cronbach’s alpha 162, 163, 324
 example 325–7
 Cross-cultural research
 instrumentation issues 219
 operationalization of variables 137
 sampling 287
 see also International issues
 Cross-sectional studies 119

 Data analysis 26, 28
 editing data 308–10
 example case 304–5
 goodness of data 324–7
 initial impressions 311–13
 objectivity 22
 preparation of data 306–11
 software packages 364–5
 Data coding 306–8
 illegal codes 310
 qualitative data 370, 372–3
 Data collection 26, 27
 cross-cultural issues 219–20
 ethical issues 220–2
 interviews *see* Interviews
 managerial implications 220
 mechanical observation 215
 methods 184–218
 multimethods 216–217
 observational studies *see* Observational studies
 projective methods 185–186, 216
 questionnaires *see* Questionnaires
 settings 218
 timing 220
 unobtrusive methods 185
 Data display 370, 382
 Data entry 308
 Data interpretation 26, 28
 Data mining 363–4
 Data reduction 370, 372–5
 Data sources *see* Sources of data
 Data transformation 310–11
 Data triangulation 385
 Data warehouses 363
 Databases 41–2, 60
 online 55–6
 Decile 318
 Deductive reasoning 28–9, 92
 Degrees of freedom 321
 Delphi Technique 183
 Demographic questions 203–4, 207–8
 Dependent variables 70–1, 79, 81

- Descriptive statistics 312–19
 - example study 322–4, 327–30
- Descriptive studies 105–8, 109
 - sample reports 391–2, 407–11
- Destructive sampling 264
- Dichotomous scale 149
- Directional hypotheses 88
- Discrete variables 70
- Discriminant analysis 356
- Discriminant validity 160, 327
- Dispersion, measures of 311, 313, 317–19
- Disproportionate stratified random sampling 273–4, 279, 297
- Distributions, normal 265–6
- Diversity research 105
- Divisions, as units of analysis 118
- Door-to-door interviews 190
- Double sampling 275, 280, 284–5
- Double-barreled questions 201
- Double-blind studies 248–9
- Doughnut chart 401
- Dummy coding 306
- Dummy variables 351–2
- Dyads, as units of analysis 116, 117
- Dynamic panels 183

- Efficiency in sampling 297
- Electronic journals 41
- Electronic questionnaires 210–11, 213
- Elements 263
- Employees, interviewing 187, 188, 191
- Errors
 - coverage 267
 - measurement 21
 - non response 269–70
 - standard 288, 289
 - Type I 336–7
 - Type II 296, 337
- Estimation, sample data and 289–90
- Ethics
 - business research and 15
 - data collection 220–2
 - experimental design research 251–2
 - participants and 221–2
 - preliminary stages 50–1
 - reporting research 395, 405
 - researchers and 221
 - telephone interviews 195
- Ex post facto experimental designs 245, 249
- Executive summary 394, 396, 397–8
- Experimental designs 72, 227
 - completely randomized 255–6
 - decision points 252, 253
 - ethical issues 251–2
 - factorial design 258–9, 358
 - field experiments *see* Field experiments
 - lab experiments *see* Lab experiments
 - Latin square design 257–8
 - longitudinal nature 120
 - managerial implications 252–3
 - quasi-experimental 243–5, 248
 - randomized block design 256–7
 - study nature and 115–16
 - true experimental 245–9
 - validity 242–51
- Experimental simulation 250
- Exploratory studies 103–5, 109
 - inductive processes 29
- External researchers 13–14
- External validity
 - factors affecting 238, 241, 242
 - field experiments 234–5
 - interactive testing effects 238, 241, 242
 - lab experiments 233–4
 - selection bias effects 238, 241, 242
 - trade-off with internal validity 235

- F distribution 347
- F statistics 347
- Face validity 159, 160
- Face-to-face interviews 193–4, 196, 212, 217
- Factor analysis 161, 327
- Factorial design 258–9, 358
- Factorial validity 327
- Falsifiability 25
- Field experiments 114, 116, 228, 234–5
 - example 114–15
 - validity 234–5
- Field studies 114, 116
 - example 114
 - longitudinal nature 120
- Figures, in report 394, 399
- Finance research 4
- Fisher exact probability test 321
- Fixed scale 152–3
- Focus groups 105, 181–2
 - moderator's role 181
 - nature of data obtained 181–2
 - online 182
 - videoconferencing 182
- Footnotes 401
- Forced choice scale 155–6
- Formative scales 163–4
 - quality 164–5
- Free simulation 250

- Frequencies 313–15, 328–9
 Full-text databases 41
 Fundamental research *see* Basic research
 Funneling technique 191, 203
- Generalizability 22–3
 lab experiments 233–4
 Goodness of fit 349–50
 Goodness of measures 157–63
 item analysis 157
 Google Scholar 41
 Graphic rating scale 153–4
 Grounded theory 297–8, 374
 Groups
 matching 231, 232–3, 238
 as units of analysis 116–17, 118
- Hawthorne effect 29, 92
 History effects 235–6, 241, 243, 245
 Hunches 19
 Hypotheses
 alternate 89–90, 291, 336
 definition 87
 development of 25, 27, 69, 86–92, 95
 directional 88
 falsifiability 25
 format of statement 87–91
 if-then statements 87
 managerial understanding 96
 nondirectional 88, 90
 null 88–90, 291, 336
 statements of 87–91
 testability 20, 25
 testing *see* Hypothesis testing
 unsupported 26
 Hypothesis testing 109
 canonical correlation 359
 case studies and 30
 conjoint analysis 357–8
 deductive/inductive nature 28, 92
 discriminant analysis 356
 example case 359–62
 logistic regression 356–7
 MANOVA 358–9
 negative case analysis 92–3
 purpose 336
 qualitative data and 92–3
 regression analysis 348–55
 sample data and 291–3
 several means 338, 346–8
 single mean 338, 339–40
 steps 91
 studies 108–9
 techniques 337–9
 two related means 338, 340–5
 two unrelated means 345–6
 two-way ANOVA 358
 Hypothetico-deductive method
 data analysis 26, 28
 data collection 26, 27
 data interpretation 26, 28
 examples 27–8, 29–30
 hypotheses development 25, 27
 measurement of variables 25, 27
 problem area identification 24, 27
 problem statement definition 25, 27, 45–7
 seven-step process 24–6
 summary 28–9
- If-then statements 87
 Illogical responses 309
 Income data 208
 Inconsistent responses 309–10
 Independent samples t-test 345–6
 Independent variables 72–3, 79, 81
 manipulation 229–31
 moderating variables distinguished 75–6
 Individuals, as units of analysis 116, 117
 Inductive reasoning 28–9, 92
 Industries, as units of analysis 118
 Information systems 363–4
 Inkblot tests 216
 Instrumentation effects 239–40, 241
 Interactive testing effects 238, 241, 242
 designs affected 245, 246, 247
 Interference with study 111–13
 excessive 113
 minimal 112
 moderate 112–13
 Interitem consistency reliability 162, 325
 formative scales 164
 Interjudge reliability 384
 Internal researchers 12–13, 395
 Internal validity
 case studies 241–2
 factors affecting 235–41, 242
 field experiments 234–5
 history effects 235–6, 241, 243, 254
 instrumentation effects 239–40, 241
 lab experiments 233
 maturation effects 236–7, 241, 243, 245
 mortality effects *see* Mortality effects
 selection bias effects 238, 241
 statistical regression effects 239, 241
 testing effects 237–8, 241
 trade-off with external validity 235
 International issues
 operationalization of variables 137

- scaling 156–7
- surveys 218–20
- see also* Cross-cultural research
- Internet 41, 370
 - online resources 56–9
- Interquartile range 319
- Interrupted time series design 244
- Interval scales 143–5, 146, 147–8, 149
 - data analysis 313
 - questionnaires 205
- Intervening variables *see* Mediating variables
- Interview System 196
- Interviews 185, 186–97
 - advantages and disadvantages 212–13
 - bias 189–90, 194, 196, 211
 - clarification of issues 192
 - credibility 190, 193
 - door-to-door 190
 - face-to-face 193–4, 196, 212, 217
 - individuals 105
 - minimizing bias 190–3
 - note-taking 192, 193
 - questioning technique 191–2, 193
 - rapport 190–1, 193, 196
 - recording 190, 192
 - simplification 192
 - software packages 196
 - structured 37, 188–9, 196, 210
 - telephone 190, 193, 194, 196, 212, 217
 - training interviewers 189
 - unstructured 37, 186–8, 189, 196
- Item analysis 157
- Itemized rating scale 151–2
- Job Descriptive Index 161, 163–4
- Journal of Business Ethics* 15
- Journals 15, 40
 - electronic 41
 - quality 43
 - as source of measures 130
- Judgment sampling 269, 277, 278, 280, 285–6
- Kendall's Tau rank correlation 320, 322
- Kuder–Richardson formulas 162
- Lab experiments 114, 116, 228–34
 - control 229, 231–3
 - example 115
 - generalizability 233–4
 - manipulation 229–31, 233
 - matching groups 231, 232–3
 - randomization 231–3
 - treatment 230, 233
 - validity 233–4
- Latin square design 257–8
- Leading questions 201–2
- Least squares function 348
- Letters of authorization 47, 396, 397
- Likert scale 152, 155
- Limitations 399
- Linear regression equation 348
- LISREL 364–5
- Literature reviews 37, 38–45
 - data sources 39–41
 - documentation 43–4
 - evaluation 42–3
 - example 44, 93–4
 - quality 39
 - quotations 65–6
 - references 42, 43–4, 64–5
 - searching 41–2
 - theoretical framework and 80
- Loaded questions 202
- Logistic regression 356–7
- Longitudinal studies 119–20
- Looking Glass 250
- McNemar's test 343–5
- Mail questionnaires 197–8, 212–13, 218
- Main testing effects 237, 241, 245
- Management research 4
 - example scales 167–71
 - scientific research and 23–4
- Management science 364
- Managerial involvement
 - causal/correlational studies 123
 - data collection 220
 - decision points 252, 253
 - decision-making 2
 - effectiveness 14–15
 - experimental designs 252–3
 - hypotheses 96
 - problem area identification 50
 - relationship with researcher 10–11, 14
 - research 3–4, 9–10, 14–15
 - research design 122–3
 - rigor 123
 - sampling 298
 - theoretical frameworks 96
 - variables 96
- MANOVA 358–9
- Manual for Writers* (Turabian) 44, 61
- Marginal homogeneity 343–4
- Marketing research 4
 - example scales 171–7
 - visual aids to interviews 188–9
- Matching groups 231, 232–3, 238
- MATLAB 365

- Maturation effects 236–7, 241, 243, 245
 Mean 316, 328
 Measurement errors 21
 Measurement scales *see* Scales
 Measurement of variables 25, 27, 126–7
 existing measures 130, 136
 goodness of measures 157–63
 internal consistency 162–3
 stability of measures 162
 see also Scales
 Mechanical observation methods 215
 Median 316–17, 318
 Mediating variables 77–9, 81, 84, 85
 Method triangulation 385
 Mode 317
 Moderating variables 73–7, 79, 81, 84, 85
 independent variables distinguished
 75–6
 testing moderation 354–5
 Mortality effects 238–9, 241
 designs affected 243, 244, 245, 246, 247, 248
 Motivational research 216
 Multicollinearity 352–3
 Multidimensional scaling 154
 Multiple correlation coefficient 351
 Multiple regression analysis 350–1
 Multistage cluster sampling 275
 Multitrait, multimethod matrix of correlations 161
 Multivariate statistical techniques 71, 338

 Narrative analysis 386
 National Computer Network 195
 National Family Opinion Panel 183
 National Purchase Diary Panel 183
 Negative case method 92–3
 Negatively worded questions 200–1
 Newspapers 40
 Nielsen television index 183, 215
 Nominal scales 141–2, 146–7, 148–9
 data analysis 313
 example 146–7
 independent samples t-test 345–6
 Non responses
 coding 308
 non response error 269–70
 Noncontrived settings 114, 116
 Nondirectional hypotheses 88, 90
 Nonparticipant observers 211, 213, 221
 Nonprint media, referencing 63
 Nonprobability sampling 268, 276–8, 280, 297
 Normality of distributions 265–6
 Not-at-homes 269
 Null hypotheses 88–90, 291, 336
 Numerical scale 150, 156

 Objectivity 22
 Objects, measurement of attributes 126–7
 Observational studies 185, 211–15, 218
 advantages and disadvantages 214–15
 bias 215
 structured 213–14
 unstructured 214
 One sample t-test 339–40
 One-shot studies 119
 Online focus groups 182
 Online resources 41–2, 55–9
 Online surveys, design 210–11
 Open-ended questions 200, 208–9
 Operationalization of variables 127–8
 achievement motivation example 129–35
 cognition example 128
 dimensions and elements 129, 131–5
 international aspects 137
 Operations research (OR) 364
 Oral presentations 402–5
 content 403
 presenter skills 404
 question and answer sessions 402, 404–405
 visual aids 403–404
 Ordinal scales 142–3, 146, 147, 149
 data analysis 313
 example 147
 Outliers 309

 Paired comparison 155
 Paired samples t-test 340–1
 Panel studies 182
 Panels 182–3
 Delphi Technique 183
 dynamic 183
 static 183
 Parallel-form reliability 162, 324
 Parameters 264
 Parsimony 23
 Participant observers 213
 Pearson correlation matrix 321–2, 329, 330
 Percentile 318
 Personal information 203–4, 207–8, 221
 Personally administered questionnaires 197, 212,
 217
 Pie charts 315
 Pilot studies 109
 Population 262–3
 definition 267
 parameters 264
 Positively worded questions 200–1
 Posttests 237
 posttest only with experimental and control
 groups 243–4, 248

- pretest and posttest experimental and control group design 245–6, 248
- pretest and posttest experimental group design 243, 248
- Power 337
- Precision 21
 - estimation and 289–90
 - sample size and 287–8, 294
 - trade-off with confidence 290–1
- Predictive validity 159, 160
- Predictor variables *see* Independent variables
- Preliminary information gathering 25, 37–8
 - background information 37–8
 - ethical issues 50–1
 - prevailing knowledge 37, 38*see also* Literature reviews
- Pretests 237
 - pretest and posttest experimental and control group design 245–6, 248
 - pretest and posttest experimental group design 243, 248
- Prevailing knowledge 37, 38
- Primary data 37, 180, 181–4
- Probability sampling 267–8, 270–5, 279–80
- Problem area identification 24, 27, 36
 - managers' inputs 50
- Problem statement
 - definition 25, 27, 45–7
 - feasibility 46
 - interest 47
 - meaning 45
- Projective methods 185–6, 216
- Proportionate stratified random sampling 272–3, 279
- Protest websites 370
- Prototypes 250
- Publication Manual of the American Psychological Association* 43–4, 61
- Pure moderation 354–5
- Pure research *see* Basic research
- Purposive sampling 276, 278, 297
- Purposiveness 19
- Qualitative data 3, 26, 369–70
- Qualitative data analysis
 - conceptual analysis 386
 - conclusions 382–3
 - content analysis 385–6
 - customer anger study 371–2, 373, 374, 375–81, 382, 383
 - data coding 370, 372–3
 - data display 370, 382
 - data reduction 370, 372–81
 - hypothesis testing and 92–3
 - narrative analysis 386
 - relational analysis 386
 - reliability 384, 385
 - sources of data 370
 - validity 384–5
- Qualitative studies
 - exploratory nature 104
 - inductive processes 29
 - sampling and 297–8
- Quality of life research 105
- Quantitative data 3
 - analysis *see* Data analysis
 - descriptive studies and 107
- Quantitative studies, deductive processes 29
- Quartile 318
- Quasi moderation 354–5
- Quasi-experimental designs 243–5
 - posttests only with experimental and control groups 243–4, 248
 - pretest and posttest experimental group design 243, 248
 - time series design 244–5
- Question and answer sessions 402, 404–405
- Questioning techniques 191–192, 193
- Questionnaires 185, 197–211
 - administering 209–10
 - advantages and disadvantages 212–13
 - ambiguous questions 201
 - appearance 205–9
 - bias 198, 203, 211
 - classification data 203–4, 207–8
 - closed questions 200
 - coding responses 306–8
 - concluding 209
 - content 198–9
 - data transformation 310–11
 - design guidelines 198–204
 - double-barreled questions 201
 - editing data 308–10
 - electronic 210–11, 213
 - illegal codes 310
 - illogical responses 309
 - income data 208
 - inconsistent responses 309–10
 - international issues 218–20
 - introduction 205–6
 - language 199
 - leading questions 201–2
 - length of questions 202
 - loaded questions 202
 - mail 197–8, 212–13, 218
 - measurement principles 205
 - negatively worded questions 200–1
 - non response 269–70

- Questionnaires (*Continued*)
- omissions 310
 - open-ended questions 200, 208–9
 - ordering effects 203
 - personal information 203–4, 207–8
 - personally administered 197, 212, 217
 - positively worded questions 200–1
 - pretesting 210
 - purpose of questions 198–9
 - question organization 206
 - recall-dependent questions 201
 - sample 307–8
 - scales 205
 - sequencing of questions 203
 - socially desirable responses 202
 - software resources 186
 - type of questions 200–2
 - wording 199
- Questions
- ambiguous 201
 - closed 200
 - demographic 203–4, 207–8
 - double-barreled 201
 - leading 201–2
 - loaded 202
 - negatively worded 200–1
 - open-ended 200, 208–9
 - positively worded 200–1
 - recall-dependent 201
 - unbiased 191–2
- Quota sampling 277–8, 280, 286
- Quotations in text 65–6
- Radar charts 400
- Randomization 231–3, 238, 246
- Randomized block design 256–7
- Range 317
- Ranking scales 140, 155–6
- comparative scales 156
 - forced choice 155–6
 - paired comparison 155
 - use 156
- Rating scales 140, 149–55
- category scale 149–50
 - consensus scale 154
 - constant sum scale 152–3
 - dichotomous scale 149
 - fixed scale 152–3
 - graphic rating scale 153–4
 - itemized rating scale 151–2
 - Likert scale 152, 155
 - multidimensional scaling 154
 - numerical scale 150, 156
 - semantic differential scale 150, 156
- Stapel scale 153
- use 156
- Ratio scales 145, 146, 148, 149
- data analysis 313
 - questionnaires 205
- Recall-dependent questions 201
- Recommendations 399
- Reference lists 61
- References
- citation 61–3
 - literature reviews 42, 43–4, 64–5
 - nonprint media 63
 - research reports 399, 401
- Reflective scales 163
- Refusals 269
- Regression analysis 348–55
- dummy variables 351–2
 - moderation testing 354–5
 - multicollinearity 352–3
 - multiple 350–1
- Regression coefficients 348
- Relational analysis 386
- Relevance of research 45, 46
- Reliability 161–3
- category 384
 - checking 324–7
 - forms 158
 - interitem consistency 162, 164, 325
 - interjudge 384
 - meaning 157, 161
 - parallel-form 162, 324
 - qualitative research 384, 385
 - questionnaires 205
 - split-half 163, 324
 - test-retest 162, 324
- Replicability 20–1
- Reports 40
- Representativeness of samples 265, 266
- Research 2
- assessing quality 42–3
 - relevance 45, 46
 - see also* Business research
- Research articles 40
- Research design 102–3
- managerial implications 122–3
 - purpose of study 103–10
 - researcher interference 111–13
 - setting 114–16
 - summary 120–1
 - time horizon 119–20
 - type of investigation 110–11
 - units of analysis 116–19, 373
- Research process model 68
- Research proposals 47–50

- content 48
- example 48–9
- managers and 50
- in research report 396, 397
- Research reports
 - acknowledgments 399
 - with alternative solutions 393–4, 415–17
 - appendix 401
 - audience 394–5
 - basic report example 418–22
 - body of report 396, 399
 - conclusions 399
 - contents 396–402
 - cost-benefit analysis 399
 - descriptive reports 391–2, 407–11
 - ethical issues 395, 405
 - examples 391–4, 407–22
 - executive summary 394, 396, 397–8
 - footnotes 401
 - ideal characteristics 395
 - introductory section 396, 399
 - letter of authorization 396, 397
 - limitations 399
 - pictorial data representation 394, 399, 400–1
 - purpose 391
 - recommendations 399
 - references 399, 401
 - research proposal 396, 397
 - to “sell” an idea 392–3, 412–14
 - synopsis 396, 397–8
 - table of contents 396, 397, 401–2
 - title 396, 397
 - see also* Oral presentations
- Researcher triangulation 385
- Researchers
 - ethical issues 221
 - external 13–14
 - interference *see* Interference with study
 - internal 12–13, 395
 - as nonparticipant observers 211, 213, 221
 - as participant-observers 213
 - personal qualities 191, 193
 - relationship with manager 10–11, 14
 - status 220
- Resources
 - research design and 103
 - trade-off with rigor 121
 - see also* Costs
- Response equivalence 219–20
- Restricted probability sampling 270–1, 275
- Reverse scoring 311
- Review articles 40
- Rigor 19–20
 - managerial decision 123
 - multimethods and 216–17
 - research design and 102, 110
 - trade-off with resources 121
- Sample size 265
 - confidence and 288–9, 294
 - determination of 268, 290, 293–7
 - importance of 296–7
 - precision and 287–8, 294
- Sampling
 - area sampling 274, 275, 279, 284
 - bias 194
 - cluster sampling 274–5, 279, 284, 297
 - complex probability sampling 270–1, 275
 - convenience sampling 276, 278, 280, 285
 - cross-cultural research 287
 - design *see* Sampling design
 - destructive 264
 - disproportionate stratified random sampling 273–4, 279, 297
 - double sampling 275, 280, 284–5
 - efficiency in 297
 - estimation and 289–90
 - execution 268–70
 - generalized conclusions 264
 - hypothesis testing and 291–3
 - judgment sampling 269, 277, 278, 280, 285–6
 - managerial implications 298
 - meaning 262
 - nonprobability sampling 268, 276–8, 280, 297
 - probability sampling 267–8, 270–5, 279–80
 - process 266–70
 - proportionate stratified random sampling 272–3, 279
 - purposive 276, 278, 297
 - qualitative studies and 297–8
 - quota sampling 277–8, 280, 286
 - reasons 264
 - representativeness 265, 266
 - restricted probability sampling 270–271, 275
 - sample frame 267
 - sample meaning 263
 - sampling unit 263
 - simple random sampling 270, 275, 278–82, 297
 - size of sample *see* Sample size
 - stratified random sampling 271–2, 275, 279, 282–3, 297
 - systematic sampling 271, 275, 279, 283
 - theoretical 297–8, 374
 - unrestricted probability sampling 270, 275

- Sampling design 265, 267–8
 choice points 281
 design selection 278–87
 generalizability and 22
 importance of 296–7
 SAS 365
 Scale handbooks 130
 Scales
 existing 130, 136
 formative 163–4
 international issues 156–7
 interval *see* Interval scales
 management research examples 167–71
 marketing research examples 171–7
 meaning 141
 nominal *see* Nominal scales
 ordinal *see* Ordinal scales
 properties 145–6
 questionnaires 205
 ranking 140, 155–6
 rating 140, 149–55
 ratio *see* Ratio scales
 reflective 163
 Scanner sheets 197
 Scatter diagrams 321
 Schematic diagrams 81, 83, 85
 Scientific investigation 18
 Scientific research 18–19
 behavioural areas 23–4
 characteristics 19–23
 confidence 21
 generalizability 22–3
 management areas 23–4
 objectivity 22
 obstacles to 23–4
 parsimony 23
 precision 21
 purposiveness 19
 replicability 20–1
 rigor 19–20
 testability 20
 Secondary data 37, 180, 184
 Selection bias effects 238, 241, 242
 Semantic differential scale 150, 156
 Sensitive data 208, 221
 Settings of studies 114–16
 contrived 114, 116
 noncontrived 114, 116
 Sign test 344
 Significance levels 336–337
 Simple random sampling 270, 275, 278–282, 297
 Simplicity 23
 Simulation 249–51
 Single-stage cluster sampling 275
 Social desirability, question design 202
 Social networks 370
 Software resources
 data analysis 364–5
 interviews 196
 questionnaires 186
 Solomon four-group design 246–7
 threats to validity 247–8
 Sources of data 180–4
 focus groups 105, 181–2
 literature reviews 39–41
 panels 182–3
 primary data 37, 180, 181–4
 qualitative data 370
 quality 42–3
 secondary data 37, 180, 184
 unobtrusive measures 183–4
 Spearman's rank correlation 320, 322
 Split-half reliability 163, 324
 SPSS 211, 365
 analysis of variance 347
 Data Editor 308, 309
 data transformation 311, 312
 descriptive statistics 323–4
 discriminant analysis 356
 frequencies 314–15
 independent samples t-test 346
 linear regression 350
 logistic regression 357
 McNemar's test 345
 multicollinearity 353
 one sample t-test 340
 paired samples t-test 341
 reliability analysis 326–7
 Wilcoxon signed-rank test 343
 Stability of measures 162
 Standard deviation 318, 328
 Standard error 288, 289
 Standardized regression coefficients
 351
 Stapel scale 153
 Stata 365
 Static panels 183
 Statistical Package for the Social Sciences (SPSS) *see* SPSS
 Statistical power 337
 Statistical regression effects 239, 241
 Stratified random sampling 271–2, 275, 279, 282–3,
 297
 Structured interviews 37, 188–9, 196
 pretesting 210
 Structured observational studies 213–14
 Studies
 case studies 30–1, 103, 109, 241–2
 causal *see* Causal studies

- correlational *see* Correlational studies
- cross-sectional 119
- descriptive 105–8, 109, 391–2, 407–11
- exploratory 103–5, 109
- field experiments *see* Field experiments
- field studies *see* Field studies
- hypothesis testing 108–9
- lab experiments *see* Lab experiments
- longitudinal 119–20
- panel studies 182
- pilot studies 109
- purpose 103–10
- researcher interference 111–13
- setting 114–16
- time horizon 119–20
- Subject 263–4
- Subjective areas 23–4
- Survey System 196
- Synopsis 396, 397–8
- Systematic bias 271, 275, 283
- Systematic sampling 271, 275, 279, 283

- T-statistic, hypothesis testing 292–3
- Table of contents 396, 397, 401–2
- Tables, in report 394, 399
- TAT *see* Thematic apperception tests
- Telephone interviews 190, 193, 194, 196, 212, 217
- Test-retest reliability 162, 324
- Testability 20, 25
- Testing effects 237–8, 241
- Textbooks 39–40
- Thematic apperception tests (TAT) 216
- Theoretical frameworks
 - air safety violation example 82–85
 - building process 69
 - components 80–82
 - example 94–95
 - literature review and 80
 - managerial knowledge 96
 - need for 69
- Theoretical sampling 297–298, 374
- Theoretical saturation 297–8
- Theory 81–2
- Theory triangulation 385
- Theses 40
- Thurstone Equal Appearing Interval Scale 154
- Time horizon of study 119–20
- Time series design 244–5
- Title 396, 397
- Tolerance value 353
- Trace measures *see* Unobtrusive measures
- Training
 - interviewers 189
 - projective tests 185–6
- Treatment 230
- Triangulation 385
- True experimental designs 245–9
 - double-blind studies 248–9
 - ex post facto designs 245, 249
 - pretest and posttest experimental and control group design 245–6, 248
 - Solomon four-group design 246–8
- Two-way ANOVA 358
- Type I errors 336–7
- Type II errors 296, 337

- Unbiased questions 191–2
- Units of analysis 116–19, 373
 - countries 118–19
 - divisions 118
 - dyads 116, 117
 - groups 116–17, 118
 - individuals 116, 117
 - industries 118
- Univariate statistical techniques 338
- Unobtrusive measures 183–4
- Unpublished manuscripts 40
- Unrestricted probability sampling 270, 275
- Unstructured interviews 37, 186–8, 189, 196
- Unstructured observational studies 214

- Validity 158–61
 - checking 327
 - concurrent validity 159, 160
 - construct validity 160–1
 - content validity 158–9, 160
 - convergent validity 160, 327
 - criterion-related validity 159, 160, 327
 - discriminant validity 160, 327
 - establishing 160–1
 - experimental design and 242–51
 - external *see* External validity
 - face validity 159, 160
 - factorial 327
 - factors affecting 235–41, 242
 - field experiments 234–5
 - forms 158
 - internal *see* Internal validity
 - lab experiments 233–4
 - meaning 157
 - predictive validity 159, 160
 - qualitative research 384–5
 - questionnaires 205
 - Solomon four-group design and 247–8
 - trade-off 235

Variables

- contaminating 229, 231–3
 - continuous 70
 - definition 80, 81
 - dependent 70–1, 79, 81
 - descriptive studies 105–6
 - discrete 70
 - dummy 351–2
 - frequencies 313–15, 328–9
 - independent *see* Independent variables
 - managerial knowledge 96
 - meaning 69–70
 - measurement of *see* Measurement of variables
 - mediating 77–9, 81, 84, 85
 - moderating *see* Moderating variables
 - operationalization *see* Operationalization of variables
 - relationships between 81, 319–22
 - types 70–80
 - visual summaries 311, 313
- Variance 317–18, 328
- Variance inflation factor (VIF) 353
- VCS *see* Voice capture system
- Videoconferencing 182
- VIF *see* Variance inflation factor
- Visual aids
 - interviews 188–9
 - presentations 403–4
- Visual summaries, variables 311, 313
- Voice capture system (VCS) 195
- Wilcoxon signed-rank test 342–3
- Word association 216
- Written reports *see* Research reports