**Links to Resources for Chapter 3:**

**1. Saunders books**: <https://primo.anglia.ac.uk/primo-explore/fulldisplay?docid=44APU_ALMA2138938310002051&context=L&vid=ANG_VU1&search_scope=CSCOP_APU_DEEP&isFrbr=true&tab=default_tab&lang=en_US>

**2. Collis and Hussey Book:** <https://primo.anglia.ac.uk/primo-explore/fulldisplay?docid=TN_dawson9781137037480&context=PC&vid=ANG_VU1&search_scope=CSCOP_APU_DEEP&tab=default_tab&lang=en_US>

**3.** Research Methods Handout- <http://samuellearning.org/Research_Methods/RM%20handout_2%20_Jan2016.pdf>

**4.** [Buchanan, D. A., & Bryman, A. (2007). Contextualizing Methods Choice in Organizational Research. *Organizational Research Methods*, *10*(3), 483–501. (Links to an external site.)](https://journals.sagepub.com/doi/10.1177/1094428106295046)

**5.** Guba, E.G. and Lincoln, Y.S. (1994). Competing Paradigms in Qualitative Research. In: N.K. Denzin and Y.S. Lincoln, ed. 1994. *Handbook of Qualitative Research.*3rd Edition ed. Thousand Oaks, CA: Sage, pp.105-17. [https://eclass.uoa.gr/modules/document/file.php/PPP356/Guba%20%26%20Lincoln%201994.pdf (Links to an external site.)](https://eclass.uoa.gr/modules/document/file.php/PPP356/Guba%20%26%20Lincoln%201994.pdf)

**6.** Denzin, N. K., & Lincoln, Y. S. (Eds.). (2004). The Discipline and Practice of Qualitative Research: In the handbook of qualitative research. Thousand Oaks, CA: Sage [https://www.sagepub.com/sites/default/files/upm-binaries/40425\_Chapter1.pdf (Links to an external site.)](https://www.sagepub.com/sites/default/files/upm-binaries/40425_Chapter1.pdf)

**7.** Creswell (2006). Five Qualitative Approaches to Design: In Qualitative Inquiry and Research Design: Choosing among Five Approaches. Thousand Oaks: Sage <https://www.sagepub.com/sites/default/files/upm-binaries/13421_Chapter4.pdf>

8. Sue, V.M. & Ritter, Lois A., 2016. Conducting online surveys, 2nd Edition. Los Angeles : SAGE <https://primo.anglia.ac.uk/permalink/f/2d52r0/44APU_ALMA5177804250002051>

Chapter 3 Research Design and Methodology

**3.0 Introduction**

Define Research Design. Use the Honeycomb Model (Wilson 2013) to outline the typical contents of the chapter.



**3.1 Research Paradigm** **(see pg. 36-50 Wilson text)**

Define Research Paradigm- make sure to say that it is influenced by key philosophical assumptions.

3.1.1 Research Philosophy

Start with a discussion of **Epistemology**- Knowledge and Knowing

Decide on whether you are using a **Interpretivism OR Positivistic paradigm OR Pragmatism**

Discuss **Ontology**- Reality

Decide whether your research will be based on an **Objective or Subjective stance.**

Justify your choices by using literature and apply to your research context.

It might be useful to say why the other cannot work or why it might not be applicable

3.1.2 Research Approach

Define both Inductive and Deductive Approaches

Must discuss whether you are using **Inductive or Deductive** role of theory

It is important that you justify your choice given the context of your research

It might be useful to say why the other cannot work or why it might not be applicable

3.1.3 Research Strategy

Define Quantitative, Qualitative and Mixed Methods

You must then relate that to whether you are following a **Quantitative or Qualitative approach or Mixed Methods**

Justify your choices by using literature and apply to your research context.

It might be useful to say why the other cannot work or why it might not be applicable

**3.2 Research Design** **(see pg. 172 Wilson Text)**

Give an overview of **Structured Literature Review Methodology**.

Should justify your choice, again use literature and apply to your research context.

**3.3 Data Collection (see pg. 219 Wilson text)**

Give a brief introduction into your data collection; both primary and secondary data will be collected in order to achieve the research objectives.

3.3.1 Secondary Data (see pg. 264 Wilson text)

Define secondary data, outline sources of secondary data.

Discuss the specific documents that you are using to compile your research findings. E.g Industry reports, Best practice reports etc.

Discuss the PRISMA methods and explain the steps, how you did it, include the flow chart

**3.4 Data Analysis Plan**

Introduction to the types of data that will be collected. So questionnaires will give Quantitative data, Interviews will give Qualitative Data. Therefore, the research will require both types data analysis.

3.4.1 Quantitative Analysis (see pg. 318 Wilson text)

Outline process of transforming the raw data i.e. sorting, coding, data entry

Discuss the use of:

1. Descriptive Statistics- Tables, Distribution Frequencies, Cross Tabulation, Central Tendency (Mean, Median, Mode), Scatter Diagrams, Graphical Forms (Pie, Bar etc)

2. Inferential Statistics- Forecasting, Time Series, Pearson’s Coefficient, Spearman’s Rank Coefficient, Chi Squared and Student t-test

3.4.2 Qualitative Analysis (see pg. 378 Wilson text)

Discuss the use of Thematic Analysis which is rooted in Narrative Analysis.

Use Creswell (2009) model:



Discuss process of transforming the raw data i.e. transcription, reading, making notes, categorizing into themes, describing the themes, interrelating the themes.

**3.5 Ethics (see pg. 139 Wilson text)**

Define Ethics in Research

Outline the likely ethical issues you will encounter (Use Ethics App Form Section 2, Questions as a guide)

You must then outline your tactics to mitigate the ethical risks (Use Ethics App Form Section 4)

If applicable, refer to the PIS and PCF in appendix

**3.6 Limitations to Research Methodology**

Every methodology would have some limitations

Discuss the Issues that might affect the quality of the research i.e. Reliability and Validity

Discuss the obstacles you may have encountered e.g. response rates, access to interviewees