



 Get Print Book

# The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science

*By Jan Jonker, Bartjan Pennink*



Download



Read Online

## The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink

Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, “I have got through it.” Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.



[Download The Essence of Research Methodology: A Concise Gui ...pdf](#)



[Read Online The Essence of Research Methodology: A Concise G ...pdf](#)

# The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science

*By Jan Jonker, Bartjan Pennink*

## **The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science** By Jan Jonker, Bartjan Pennink

Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, “I have got through it.” Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.

## **The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science** By Jan Jonker, Bartjan Pennink Bibliography

- Sales Rank: #4795930 in Books
- Published on: 2010-03-10
- Original language: English
- Number of items: 1
- Dimensions: 6.14" h x .50" w x 9.21" l, .99 pounds
- Binding: Hardcover
- 171 pages

 [Download The Essence of Research Methodology: A Concise Gui ...pdf](#)

 [Read Online The Essence of Research Methodology: A Concise G ...pdf](#)

## **Editorial Review**

From the Back Cover

This publication is designed to provide Master and PhD students with a concise introduction to conducting research in organisations. The aim is to impart knowledge for making the appropriate methodological choices and to give readers a practical guide to designing and executing a research. Over fifty concrete examples, exercises, discussions and short case studies give a good illustration of the practice of research so to enhance the understanding of the application of methodology in specific research contexts. Another special feature of this book is the extensive comparative Glossary of key methodological terms, ideas and notions that has been incorporated. Also, various checklists are provided to help students structure their research activities and reflect on key issues and choices that need to be made. Finally, more fundamental theoretical, ontological and epistemological issues and debates are touched upon and discussed in the footnotes.

About the Author

Dr. J. Jonker is an associate professor and research fellow at the Nijmegen School of Management of the Radboud University Nijmegen (Holland). His main research interest focuses on organisational change, corporate social responsibility (CSR) and business strategy. He is a visiting professor at the University of Nottingham (UK), Versailles and Toulouse (France). He has written several books and numerous articles. He combines his academic work with business consulting, thus staying in touch with different discourses and realities.

Dr. B.J.W. Pennink is an assistant professor at the Faculty of Business Administration of the State University Groningen (Holland) where he mainly teaches courses in research methodology to undergraduates and graduates in different Master programs. In addition, he lectures at the Academy for Management (Enschede) and was a visiting lecturer at the University of Ouagadougou in Burkina Faso between 1991 and 2005.

They both have been lecturers in Qualitative Methodology for the Dutch Organisation for Business Research (NOBEM) between 1989 and 2004. NOBEM is a network between universities across The Netherlands providing methodology courses for PhD students in the field of business studies. This book is based on precious and pleasurable experience gained teaching together for more then a decade. A concise edition of this book appeared in Dutch under the title "De Kern van Methodologie" (2000 and 2004), published by Royal Van Gorcum Publishers (Assen).

## **Users Review**

**From reader reviews:**

**Viola Hassell:**

This The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science tend to be reliable for you who want to be described as a successful person, why. The main reason of this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management

Science can be one of the great books you must have will be giving you more than just simple reading food but feed an individual with information that perhaps will shock your earlier knowledge. This book is handy, you can bring it almost everywhere and whenever your conditions both in e-book and printed types. Beside that this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science forcing you to have an enormous of experience including rich vocabulary, giving you test of critical thinking that could it useful in your day action. So , let's have it appreciate reading.

**Ida Resler:**

Reading a book can be one of a lot of task that everyone in the world really likes. Do you like reading book therefore. There are a lot of reasons why people love it. First reading a book will give you a lot of new data. When you read a book you will get new information because book is one of several ways to share the information as well as their idea. Second, reading a book will make you more imaginative. When you reading a book especially fictional works book the author will bring one to imagine the story how the character types do it anything. Third, you could share your knowledge to other individuals. When you read this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science, you may tells your family, friends along with soon about yours publication. Your knowledge can inspire others, make them reading a book.

**Philip Edwards:**

Are you kind of occupied person, only have 10 or 15 minute in your morning to upgrading your mind skill or thinking skill even analytical thinking? Then you are experiencing problem with the book as compared to can satisfy your short space of time to read it because all of this time you only find reserve that need more time to be learn. The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science can be your answer given it can be read by anyone who have those short extra time problems.

**Michael Kendig:**

Is it you who having spare time in that case spend it whole day simply by watching television programs or just lying on the bed? Do you need something totally new? This The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science can be the answer, oh how comes? The new book you know. You are consequently out of date, spending your spare time by reading in this fresh era is common not a geek activity. So what these books have than the others?

**Download and Read Online The Essence of Research Methodology:  
A Concise Guide for Master and PhD Students in Management  
Science By Jan Jonker, Bartjan Pennink #K2ZPU3FRSX0**

# **Read The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink for online ebook**

The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink books to read online.

## **Online The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink ebook PDF download**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Doc**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Mobipocket**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink EPub**