



Business Research Methods

By Christina Quinlan



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In this complete introduction to research methods and methodologies for today's undergraduate business student, Christina Quinlan takes a unique 'real-world' approach, drawing on a full range of business examples. This modern and accessible text guides the student through each stage of their research project, from inception to presentation. Christina's empathic words bring this often challenging subject to life and make this text ideal reading for anyone engaged in business research projects and dissertations.



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Editorial Review

Review

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About the Author

Dr Christina Quinlan is a social scientist and has taught research methods to both undergraduate and postgraduate students at Dublin City University for several years. She is interested in both quantitative and qualitative research and she has a particular interest in visual methods. Her PhD research was a study of women's experiences of imprisonment in Ireland. Using critical ethnography, discourse analysis and semiotics Christina explored the manner in which the identities of imprisoned women are constructed and represented in different discourses, historical discourses, architectural discourses, organisational/managerial discourses and media discourses. Christina also engaged with the imprisoned women themselves and explored with them, using in-depth interviews and photography, the manner in which they constructed and represented their own identities. Christina's book on women's experiences of imprisonment in Ireland will be published in 2011 by Irish Academic Press. Her current research interests include: Research Methods, Qualitative and Quantitative Research Methods, Image Based Research, Feminist Research, Media and Communications, Social Control, Prisons and Penality, Narratives of End of Life Experiences, Cross Cultural Communication, Development Issues, Poverty and Marginalised Populations.

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