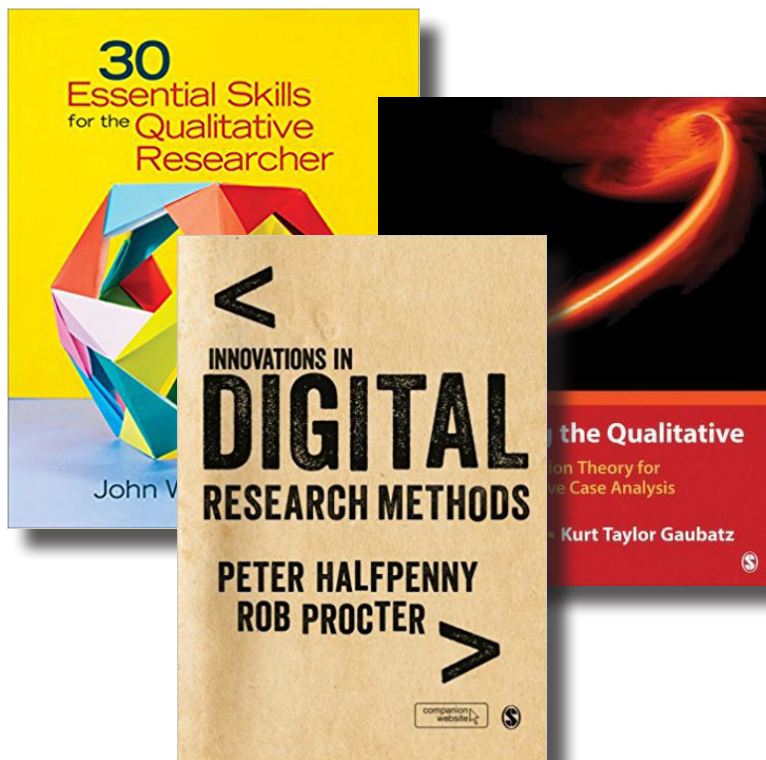


**ATENEO DE MANILA UNIVERSITY**  
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## **Information Resources Guide**

**2012 - 2017**



# **METHODS OF RESEARCH**

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<http://apslibrary.ateneo.edu>



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1. Quantifying the Qualitative: Information Theory for Comparative Case Analysis. **(2017)**. Long Angeles: SAGE. H 62 D76
2. Repko, Allen F. **(2017)**. Interdisciplinary Research: Process and Theory. 3<sup>rd</sup> Ed. Los Angeles: SAGE. Q 180.55 I48R47 2017
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4. Creswell, John W. **(2016)**. 30 Essential Skills for the Qualitative Researcher. Los Angeles: SAGE. H 62 C696
5. Dziuban, Charles. **(2016)**. Conducting Research in Online and Blended Learning Environments: New Pedagogical Frontiers. 2<sup>nd</sup> Ed. Abingdon, Oxon: Routledge. LB 1044.87 D98
6. Eriksson, Paivi. **(2016)**. Qualitative Methods in Business Research. Los Angeles: SAGE. HD 30.4 E75 2016
7. Gaultney, Jane F. **(2016)**. How to Do Research: 15 Labs for the Social Behavioral Sciences. Los Angeles: SAGE. BF 76.5 G38
8. Hewson, Claire. **(2016)**. Internet Research Methods. 2<sup>nd</sup> Ed. Los Angeles: SAGE. HD 61.95 H48 2016
9. Jensen, Eric Allen. **(2016)**. Doing Real Research A Practical Guide to Social Research. Los Angeles, Calif.: SAGE. HD 62 J43
10. Marshall, Catherine. **(2016)**. Designing Qualitative Research. 6<sup>th</sup> Ed. Los Angeles, California: SAGE. H 62 M27 2016
11. O'Leary, Zina. **(2016)**. Workplace Research: Conducting Small-Scale Research in Organization. Los Angeles: SAGE. Q 180 A1O44
12. Paarsch, Harry J. **(2016)**. A Gentle Introduction to Effective Computing in Quantitative Research: What Every Research Assistant Should Know. London, England: The MIT Press. Q 180.55 E4P37
13. Procter, Rob. **(2016)**. Innovations in Digital Research Methods. London; Thousand Oaks, California: Sage. Q 180.55 I45I56
14. Punch, Keith. **(2016)**. Developing Effective Research Proposals. 3<sup>rd</sup> Ed. Los Angeles, Calif.: SAGE. H 62 P92 2016

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15. Qualitative Research. **(2016)**. 4<sup>th</sup> Ed. Los Angeles, CA: SAGE. H 62 Q359 2016
16. Research Methods for Operations Management. **(2016)**. London: Routledge. HD 30.4 R478 2016
17. Rossman, Gretchen B. **(2016)**. An Introduction to Qualitative Research: Learning in the Field. 4<sup>th</sup> Ed. Los Angeles: SAGE. Los Angeles: SAGE. H 62 R66
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19. Thomas, Gary. **(2016)**. How to Do Your Case Study. 2<sup>nd</sup> Ed. Los Angeles: SAGE. H 61 T46 2016
20. Taylor, Steve J. **(2016)**. Introduction to Qualitative Research Methods: A Guide Book and Resource. 4<sup>th</sup> Ed. Hoboken, N.J.: Wiley. H 61 T38 2016
21. Trochim, William M. K. **(2016)**. Research Methods: The Essential Knowledge Base. Boston, MA: Cengage Learning. Q 180.55 M4T76
22. Walliman, Nicholas. **(2016)**. Social Research Methods: The Essentials. 2<sup>nd</sup> Ed. Los Angeles: SAGE. H 62 W25 2016
23. Banks, Marcus. **(2015)**. Visual Methods in Social Research. 2<sup>nd</sup> Ed. Los Angeles: SAGE. HM 500 B35 2015
24. Beech, John. **(2015)**. Doing Your Business Research Project. Los Angeles: Sage. HD 30.4 B432
25. Business Research Methods /Christina Quinlan. **(2015)**. United Kingdom: Cengage Learning. HD 30.4 B88
26. Cassell, Catherine. **(2015)**. Conducting Research Interviews for Business and Management Students. 1<sup>st</sup> Ed. Thousand Oakes, CA: SAGE. HD 30.4 C34
27. Charan, Ashok. **(2015)**. Marketing Analytics: A Practitioner's Guide to Marketing Analytics and Research Methods. New Jersey: World Scientific. HF 5415.2 C38
28. Corbin, Juliet M. **(2015)**. Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory. 4<sup>th</sup> Ed. Los Angeles: Sage Publications. HA 29 S823 2015
29. Easterby-Smith, Mark. **(2015)**. Management and Business Research. 5<sup>th</sup> Ed. Thousand Oaks: SAGE. HD 30.4 E265 2015
30. Ekinci, Yuksel. **(2015)**. Designing Research Questionnaires: For Business and

Management Students. Los Angeles; London: SAGE. HD 30.4 E433

31. Entrepreneurial Learning: New Perspectives in Research, Education and Practice. **(2015)**. New York, NY: Routledge, Taylor Francis Group. HB 615 E59745 HB 615 E59745
32. Knowledge Management: Advanced Researches. **(2015)**. Jersey City, NJ: Clarye International. HD 30.2 K56
33. Koro-Ljungberg, Mirka. **(2015)**. Reconceptualizing Qualitative Research: Methodologies Without Methodology. Los Angeles: SAGE. H 62 K67
34. Lester, James D. **(2015)**. Writing Research Papers: A Complete Guide. 15<sup>th</sup> Ed. Boston: Pearson/Longman. LB 2369 L4 2015
35. O'Reilly, Michelle. **(2015)**. Advanced Qualitative Research: A Guide to Using Theory. Thousand Oaks, CA: Sage Publications. H 62 O74
36. The Palgrave Handbook of Research Design in Business and Management / edited By Kenneth D. Strang. **(2015)**. New York City, NY : Palgrave Macmillan. HD 30.4 P35
37. The Sage Handbook of Action Research. **(2015)**. 3<sup>rd</sup> Ed. Thousand Oaks, CA: SAGE. HM 571 H36 2015
38. Salmons, Janet. **(2015)**. Qualitative Online Interviews: Strategies, Design, and Skills. 2<sup>nd</sup> Ed. Los Angeles: SAGE. H 61.28 S25 2015
39. Scherbaum, Charles A.,author. **(2015)**. Analysing Quantitative Data: For Business and Management Students. Thousand Oaks, CA: London: SAGE. HD 30.4 S32
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42. Ang, Siah Hwee. **(2015)**. Research Design for Business Management. Thousand Oaks, CA: SAGE. HD 30.4 A54
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44. Bowling, Ann. **(2014)**. Research Methods in Health: Investigating Health and Health Services. 4<sup>th</sup> Ed. England: Open University Press/McGraw-Hill. RA

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46. Clow, Kenneth E., Karen E. James. **(2014)**. Essentials of Marketing Research: Putting Research Into Practice. Thousand Oaks, Calif.: SAGE. HF 5415.2 C56
47. Cooper, Donald R., Pamela S. Schindler. **(2014)**. Business Research Methods. 12<sup>th</sup> Ed. New York: McGraw-Hill. HD 30.4 E47 2014
48. Duignan, John. **(2014)**. Quantitative Methods for Business Research: Using Microsoft Excel. Australia: Cengage Learning. HD 30.215 D83
49. Enchancing Evaluation Use: Insights from Internal Evaluation Units /Marlene Laubli Loud, John Mayne, Editors. **(2014)**. Thousand Oaks, CA: Sage. H 62 E59
50. Gray, David E. **(2014)**. Doing Research in the Real World. 3<sup>rd</sup> Ed. London: Sage. H 62 G72 2014
51. Kumar, Ranjit. **(2014)**. Research Methodology: A Step-By-Step Guide for Beginners. 4<sup>th</sup> Ed. Los Angeles: SAGE. Q 180.55 M4K86 2014
52. Marketing Research /William Zikmund ... [et Al.]. **(2014)**. 3<sup>rd</sup> Asia Pacific Ed. Australia: Cengage. HF 5415.2 Z54 2014
53. Nishishiba, Masami. **(2014)**. Research Methods and Statistics for Public and Nonprofit Administrators: A Practical Guide. Los Angeles: Sage. JF 1338 A2N57
54. Palys, Ted. **(2014)**. Research Decisions: Quantitative, Qualitative, and Mixed Methods Approaches. Toronto, ON: Nelson Education. H 62 P34 2014
55. Premrata, Dr. **(2014)**. Fundamentals of Research Methodology and Statistical Tools. 5<sup>th</sup> Ed. New Delhi: Centrum Press. Q 180.55 M4P74
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58. Sreejesh, S. **(2014)**. Mixed Method Research Design: An Application in Consumer-Brand Relationships (CBR) Cham: Springer. E-Book/EBSCO HOST

59. White, Brian. **(2014)**. Dissertation Skills for Business and Management Students. Australia: Cengage. LB 2369 W45 2014
60. Wilson, Jonathan. **(2014)**. Essentials of Business Research: A Guide to Doing Your Research Project. 2<sup>nd</sup> Ed. Los Angeles: Sage Publications. HD 30.4 W55 2014
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62. Writing Successful Grant Proposals from the Top Down and Bottom Up / edited By Robert J. Sternberg. **(2014)**. Los Angeles: Sage. Q 180.55 P7B85
63. Yin, Robert K. **(2014)**. Case Study Research: Design and Methods. 5<sup>th</sup> Ed. Los Angeles: Sage Publications. H 62 Y56 2014
64. Anderson, Valerie. **(2013)**. Research Methods in Human Resource Management. 3<sup>rd</sup> Ed. London: Chartered Institute of Personnel and Development. HF 5549.15 A52 2013
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66. Baumfield, Vivienne. **(2013)**. Action Research: Learning Through Practitioner Enquiry. 2<sup>nd</sup> Ed. London: Sage. LB 1028.24 B39
67. Belk, Russell, Eileen Fischer and Robert V. Kozinets. **(2013)**. Qualitative Consumer Marketing Research. Los Angeles, Calif.: SAGE. HF 5415.2 B44
68. Boudreaux, Chris. **(2013)**. Most Powerful Brand on Earth: How to Transform Teams, Empower Employees, Integrate Partners, and Mobilize Customers to Beat the Competition in Digital and Social Media. Boston, MA: Prentice Hall. HM 742 B69
69. Brace, Ian. **(2013)**. Questionnaire Design: How to Plan, Structure and Write Survey Material for Effective Market Research. 3<sup>rd</sup> Ed. London: Kogan Page. HF 5415.3 B68 2013
70. Bradley, Nigel. **(2013)**. Marketing Research: Tools Techniques. 3<sup>rd</sup> Ed. Oxford: Oxford University Press. HF 5415.2 B65 2013
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80. Hamilton, Lorna, Connie Corbett-Whittier. **(2013)**. Using Case Study in Education Research. Los Angeles, Calif.: SAGE. LB 1028 H36
81. Hammersley, Martyn. **(2013)**. Myth of Research-Based Policy and Practice. Thousand Oaks, CA: Sage Publications. H 62 H34
82. Hamper, Robert. **(2013)**. Ultimate Guide to Strategic Marketing: Real World Methods for Developing Successful, Long-Term Marketing Plans. New York: McGraw-Hill. HF 5415.13 H2764
83. Handbook of Research on the Learning Organization: Adaptation and Context /edited By Anders Ortenblad. **(2013)**. Cheltenham, UK: Edward Elgar. HD 58.82 H353
84. Harrison, Lisa, Theresa Callan. **(2013)**. Key Research Concepts in Politics International Relations. London: Sage. JA 86 H37
85. Howard, Rebecca Moore. **(2013)**. Writing Matters: A Handbook for Writing and Research. 2<sup>nd</sup> Ed. New York: McGraw-Hill. PE 1408 H685
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98. Pallant, Julie. **(2013)**. SPSS Survival Manual: A Step By Step Guide to Data Analysis Using IBM SPS. 5<sup>th</sup> Ed. England: McGraw-Hill. HA 32 P35 2013
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104. Stoecker, Randy. **(2013)**. Research Methods for Community Change: A Project-Based Approach. 2<sup>nd</sup> Ed. Thousand Oaks, Calif.: Sage Publications. HN 49 C6S76 2013
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113. Berkman, Elliot T. **(2012)**. A Conceptual Guide to Statistics Using SPSS. Los Angeles: Sage. HA 32 B47
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119. Cases in Online Interview Research. **(2012)**. Thousand Oaks, Calif.: SAGE. H 61.28 C38
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122. Daniel, Johnnie. **(2012)**. Sampling Essentials: Practical Guidelines for Making Sampling Choices. Los Angeles: Sage Publications. H 62 D22
123. Davis, Joel J. **(2012)**. Advertising Research: Theory and Practice. 2<sup>nd</sup> Ed. Upper Saddle River, N.J.: Prentice Hall. HF 5814 D38 2012
124. Denicolo, Pam. **(2012)**. Developing Research Proposals. Los Angeles: Sage. PE 1404 D46
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- 156.Yin, Robert K. **(2012)**. Applications of Case Study Research. 3<sup>rd</sup> Ed. Thousand Oaks, Calif.: SAGE. H 61 Y56 2012

## **B. NON-PRINT (CD's, DVD's, VHS) (Located at the Information Commons Section)**

1. Coakes, Sheridan J. **(2011)**. SPSS: Analysis Without Anguish: Version 18 for Windows. Milton,QLD: John Wiley Sons Australia. HA 32 C62 2011
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3. George, Darren. **(2010)**. SPSS for Windows Step By Step: A Simple Guide and Reference, 17.0 Update. 10<sup>th</sup> Ed. Boston: Allyn Bacon. HA 32 G45 2010

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6. Stern, Leonard D. **(2010)**. A Visual Approach to SPSS for Windows: A Guide to SPSS 17.0 2<sup>nd</sup> Ed. Boston: Alley Bacon. HA 32 S74 2010
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## C. ELECTRONIC JOURNALS at EBSCOHOST Online Database

1. [Business Research](#)  
Bibliographic Records: 05/01/2008 To Present  
Full Text: 05/01/2008 To Present  
Description: Covers both traditional fields of business administration and cross-functional, multidisciplinary research that reflects the complex character of business problems. Of particular interest are articles devoted to developing novel perspectives or exploring new domains of research.
2. [Journal Of Business Research-Turk / Isletme Arastirmalari Dergisi](#)  
Bibliographic Records: 09/01/2009 To Present  
Full Text: 09/01/2009 To Present  
Description: Publishing research, review, and theoretical articles in the field of business administration.
3. [Journal Of Research Administration](#)  
Bibliographic Records: 03/01/1994 To Present

Full Text: 09/01/2010 To Present

Description: Publishes articles dedicated to the education and the professional development of research administrators.

4. [Journal Of The Royal Statistical Society: Series C \(Applied Statistics\)](#)

Bibliographic Records: 03/01/1965 To Present

Full Text: 03/01/1965 To Present (With A 12 Month Delay)

\*Full Text Delay Due To Publisher Restrictions(“Embargo”)

Description: Poses solutions to real life statistical problems. Covers the whole range of inter-disciplinary fields, e.g. applications in agriculture, genetics, industry, medicine and the physical sciences.

5. [Research In Business & Economics Journal](#)

Bibliographic Records: 12/01/2009 To Present

Full Text: 12/01/2009 To Present

Description: Publishes original, unpublished empirical-research business and economics manuscripts.

6. [Research Journal Of Business Management](#)

Bibliographic Records: 03/01/2007 To Present

Full Text: 03/01/2007 To Present

Description: Publishes information on all aspects of business management in Asia.

7. [Research Technology Management](#)

Bibliographic Records: 07/01/1993 To Present

Full Text: 01/01/1994 To Present

Description: Feature articles, research, interviews, commentary and case studies directed at scientists and engineers working in industrial research in aerospace, automotive, chemical, computer and electronics industries.

8. [Oxford Bulletin Of Economics & Statistics](#)

Bibliographic Records: 02/01/1963 To Present

Full Text: 02/01/1963 To Present (With A 12 Month Delay)

\*Full Text Delay Due To Publisher Restrictions(“Embargo”)

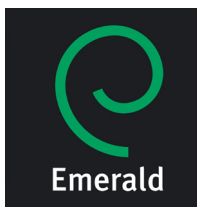
Description: Research articles on a broad range of topics using statistical data.

## Online Resources

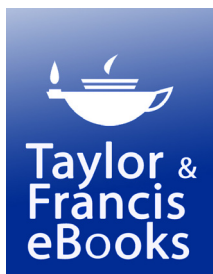
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