



Colegio de San Juan de Letran
Dominican Avenue, Abucay, Bataan
Library and Media Services

RESEARCH GUIDE: BUSINESS RESEARCH

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RESEARCH GUIDES

BUSINESS RESEARCH

I. SCOPE NOTE

This course provides students with the tools and approaches to undertake business research and capture the behavior of observed phenomena or variables using statistical modeling techniques. ched.gov

II. SEARCH AIDS (BT: Broader Term, RT: Related Term, NT: Narrow Term)

BT:

- Management
- Research

RT:

- Research Methods
- Business Statistics
- Descriptive Statistics
- Probability Distribution
- Estimation Techniques
- Inferential Statistics
- Comparative Statistics
- Association/Dependence
- Prediction
- Clustering
- Multivariate Data Analysis

NT:

- Research Process
- Problem Definition
- Research Design
- Sampling Design
- Measurement
- Data Collection
- Data Sources
- Visual/Graphical Methods
- Numerical Methods
- Discrete
- Continuous
- Sampling Distribution
- Confidence Intervals
- Hypothesis Testing
- Test of Independence
- Analysis of Variance

- Correlation
- Linear Regression
- Logistic Regression
- Discriminant Analysis
- Cluster Analysis
- Factor Analysis
- Principal Component Analysis

III. INFORMATION RESOURCES

A. LIBRARY RESOURCES

Note: For the appropriate access credentials, please contact the Letran Bataan Library

➤ E-JOURNALS

- Journal of Business Research.
https://search.proquest.com/publication/publications_9846?accountid=190548
- Electronic Journal of Business Research Methods.
https://search.proquest.com/publication/publications_406305?accountid=190548
- Systemic Practice and Action Research.
https://search.proquest.com/publication/publications_37990?accountid=190548
- International Journal of Market Research.
https://search.proquest.com/publication/publications_45628?accountid=190548
- Journal of Business to Business Marketing.
https://search.proquest.com/publication/publications_45116?accountid=190548
- Journal of International Business Studies.
https://search.proquest.com/publication/publications_35735?accountid=190548
- Multinational Business Review.
https://search.proquest.com/publication/publications_30989?accountid=190548
- Academy of Management Learning & Education.
https://search.proquest.com/publication/publications_42991?accountid=190548

➤ E-THESES

- Lu, I. R. (2004). Latent variable modeling in business research: A comparison of regression based on IRT and CTT scores with structural equation models (Order No. NQ97832). Available from ProQuest Central. (305199392). Retrieved from <https://search.proquest.com/dissertations-theses/latent-variable-modeling-business-research/docview/305199392/se-2?accountid=190548>
- Zhao, J. (2015). Research on business model of SMEs' financial service for commercial banks (Order No. 3701562). Available from ProQuest Central. (1680771487). Retrieved from <https://search.proquest.com/dissertations-theses/research-on-business-model-smes-financial-service/docview/1680771487/se-2?accountid=190548>
- Carroll, K. R. (2018). Business plans in minority-owned businesses: Examining the impact of business plans (Order No. 10934414). Available from ProQuest Central. (2118566663).

- Retrieved from <https://search.proquest.com/dissertations-theses/business-plans-minority-owned-businesses/docview/2118566663/se-2?accountid=190548>
- Koyagiolo, K. F. (2016). Small business survivability beyond five years (Order No. 10133875). Available from ProQuest Central. (1803938175). Retrieved from <https://search.proquest.com/dissertations-theses/small-business-survivability-beyond-five-years/docview/1803938175/se-2?accountid=190548>
 - Kelly, K. G. (2003). Marketing research on the internet: Strengths and weaknesses in a business -to -business study (Order No. 3079307). Available from ProQuest Central. (305332693). Retrieved from <https://search.proquest.com/dissertations-theses/marketing-research-on-internet-strengths/docview/305332693/se-2?accountid=190548>
 - Mellish, M. (2016). Exploring skills that liberian small-business entrepreneurs use to succeed in business (Order No. 10133635). Available from ProQuest Central. (1802060519). Retrieved from <https://search.proquest.com/dissertations-theses/exploring-skills-that-liberian-small-business/docview/1802060519/se-2?accountid=190548>
 - Choi, J. (2009). Three research essays on business -driven strategies for service -oriented architecture implementation (Order No. 3373854). Available from ProQuest Central. (305045169). Retrieved from <https://search.proquest.com/dissertations-theses/three-research-essays-on-business-driven/docview/305045169/se-2?accountid=190548>

B. OPEN ACCESS

➤ FREE E-BOOKS

- Cassell, Catherine, Cunliffe, Ann L., Grandy, Gina (Eds.) (2018). The Sage Handbook of Qualitative Business and Management Research Methods. Los Angeles: SAGE Publication. <https://www.pdfdrive.com/the-sage-handbook-of-qualitative-business-and-management-research-methods-e183858858.html>
- Sekaran, Uma, Bougie, Roger (2016). Research Methods for Business: A Skill-Building Approach (7th ed.). Hoboken, NJ: John Wiley & Sons. <https://www.pdfdrive.com/research-methods-for-business-a-skill-building-approach-e158203858.html>
- Easterby-Smith, Mark, Thorpe, Richard, Jackson, Paul R. (2015). Management and Business Research (5th ed.). London: SAGE Publication. <https://www.pdfdrive.com/management-and-business-research-5th-edition-e183929264.html>
- Greener, Sue, Martelli, Joe (2012). An Introduction to Business Research Methods (2nd ed.). <https://www.pdfdrive.com/an-introduction-to-business-research-methods-pbworks-e17886962.html>
- Dul, Jan, Hak, Tony (2008). Case Study Methodology in Business Research. Burlington, MA: Elsevier. <https://www.pdfdrive.com/case-study-methodology-in-business-research-e18840087.html>
- Saunders, Mark, Lewis, Philip, Thornhill, Adrian (2007). Research Methods for Business Students (4th ed.). Harlow, England: Pearson Education. <https://www.pdfdrive.com/research-methods-for-business-students-e175155072.html>

- Reid, David A., Plank, Richard E. (2004). Fundamentals of Business Marketing Research. New York: Haworth Press. <https://www.pdfdrive.com/fundamentals-of-business-marketing-research-the-foundation-series-in-business-marketing-the-foundation-series-in-business-marketing-e185649465.html>
- Zikmund, Babin, Carr, Griffin (n.d.). Business Research Method (8th ed.). <https://www.pdfdrive.com/business-research-method-zikmund-el-al-8th-ed-copy-d18721421.html>
- Greener, Sue (n.d.). Business Research Methods. <https://www.pdfdrive.com/business-research-methods-e1986315.html>

➤ FREE E-JOURNALS

- Journal of Business Research. <https://www.journals.elsevier.com/journal-of-business-research>
- Journal of Business Research. <https://www.sciencedirect.com/journal/journal-of-business-research>
- Business Research. <https://www.springer.com/journal/40685>
- Journal of Business Research. <https://www.ajol.info/index.php/jbr>
- International Business Research. <http://www.ccsenet.org/journal/index.php/ibr>

➤ FREE E-THESES

- Zhu, X. (2012). Service experience in business-to-business relationships. (Doctoral Dissertation). University of Manchester. Retrieved from <https://ethos.bl.uk/OrderDetails.do?uin=uk.bl.ethos.719268>
- Dana, L. (2019). Family business continuity: key factors and main practices. (Thesis). RMIT University. Retrieved from <http://researchbank.rmit.edu.au/view/rmit:162822>
- Landman, S. (2011). Leveraging business intelligence management to business performance management in a manufacturing environment / Landman, S. (Thesis). North-West University. Retrieved from <http://hdl.handle.net/10394/7062>
- Safrudin, N. (2014). Business transformation management: composition and orchestration of management services. (Thesis). Queensland University of Technology. Retrieved from <https://eprints.qut.edu.au/79152/>
- Mickels, B. J. (2012). A phenomenological research study on the formation of global business teams. (Thesis). University of Phoenix. Retrieved from <https://www.proquest.com/dissertations-theses/phenomenological-research-study-on-formation/docview/1023445832/se-2?accountid=190548>
- Rajapaksha, R. (2012). Meeting global business information requirements with ERP systems for improved business performance. (Thesis). RMIT University. Retrieved from <http://researchbank.rmit.edu.au/view/rmit:160320>
- Crompton, B. (2012). The effect of business coaching and mentoring on small-to-medium enterprise performance and growth. (Thesis). RMIT University. Retrieved from <http://researchbank.rmit.edu.au/view/rmit:160237>
- guyen, H. (. (2014). How to develop scalable business model? a study on the scalability of business model in Finnish ICT & software industry. (Masters Thesis). University of Oulu. Retrieved from <http://urn.fi/URN:NBN:fi:oulu-201412042084>

C. PROFESSIONAL ORGANIZATIONS

- Academy of Management. <https://aom.org/>
- American Management Association. <https://www.amanet.org/>
- National Business Association. <http://nationalbusiness.org/>

D. OTHER RELATED WEB PORTALS

- The Business Journal. <https://www.bizjournals.com/>
- Bloomberg Business Week. <https://www.bloomberg.com/businessweek>
- Market Research. <https://www.marketresearch.com/MarketLine-v3883/?progid=89048>
- Financial Accounting Tutorial. https://www.tutorialspoint.com/financial_accounting/index.htm
- FINANCE TUTORIAL. <https://www.btsbusinessplan.com/finance-other-tutorials/>

E. RELATED RESEARCH GUIDES

- Vanderbilt University. <https://researchguides.library.vanderbilt.edu/c.php?g=68509&p=447621>
- SMU Libraries. <https://buslibguides.smu.edu/finance>
- Dartmouth Library. <https://researchguides.dartmouth.edu/finance>
- University of Washington. <https://guides.lib.uw.edu/research/business/finance>
- Yale University Library. <https://guides.library.yale.edu/finance>
- William & Mary Research Guides. <https://guides.libraries.wm.edu/subjects/business-finance>

IV. TUTORIALS

- Introduction to Business Research. <https://www.youtube.com/watch?v=L-0L2XF1cYM>
- Introduction to Business Research. https://www.youtube.com/watch?v=xm_spRklwCU
- Business Research. <https://www.youtube.com/watch?v=Dy8jU7aD9YI>
- What Makes a Good Business Research Topic.
<https://www.youtube.com/watch?v=y1LM923WV3w>
- Business Research Methods. <https://www.youtube.com/watch?v=iV6Jraln-14>
- Ethics in Business Research. <https://www.youtube.com/watch?v=QltXFW-e9sg>
- Quantitative and Qualitative Marketing Research.
<https://www.youtube.com/watch?v=nY5vtYCYUfo>

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