

# Management research methods

*by* Suwandi S. sangadji

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**Submission date:** 01-Aug-2023 11:05PM (UTC-0400)

**Submission ID:** 2140239250

**File name:** 5\_Template\_Book\_Review\_PROCURATIO.docx (30.38K)

**Word count:** 840

**Character count:** 5271

### Book Review

*Management research methods*. By Phyllis Tharenou, Ross Donohue, Brian Cooper. (2007). Cambridge University Press. 338 pp, ISBN-13 978-0-511-29498-3. ISBN: 9780128238110

"Management Research Methods" by Phyllis Tharenou, Ross Donohue, and Brian Cooper is a comprehensive and valuable resource for both novice and experienced researchers in the field of management. The book guides readers through the entire research process, covering research designs, methods of data collection, measurement, data analysis, and ethical considerations. Published by Cambridge University Press, the book presents a wealth of knowledge and practical insights into conducting management research effectively. This review aims to provide an in-depth analysis of the book's content and its significance in the field of management research.

In the beginning, the authors introduce readers to the fundamental concepts of the research process. They explain the importance of research, its objectives, and how it contributes to the advancement of knowledge in the management domain. The chapter covers the various stages involved in the research process, emphasizing the importance of formulating clear research questions and hypotheses. Additionally, the authors delve into the significance of literature review, research paradigms, and research ethics. This section serves as an excellent foundation for readers to understand the subsequent chapters in the book.

In Part 2, the authors explore different research designs commonly used in management research. They start with experimental and quasi-experimental designs, explaining their strengths and limitations in establishing causal relationships. The discussion on correlational field study (survey) designs provides valuable insights into studying relationships among variables in real-world settings. The chapter on case study research designs is particularly informative, illustrating how this approach can be used to gain in-depth understanding in complex management scenarios. Finally, the authors introduce action research designs, emphasizing its relevance in solving real-world problems and facilitating organizational change. This section equips readers with a comprehensive understanding of the various research designs available, enabling them to make informed choices when conducting their own research. Part 3 focuses on the methods of data collection in management research. The authors explore the use of questionnaires and interviews, highlighting the strengths and weaknesses of each method. They provide practical guidance on how to design effective questionnaires and conduct insightful interviews. Additionally, the chapter on documentation and observation sheds light on the significance of using documents and observational data in management research. This section equips researchers with the tools they need to gather high-quality data for their studies.

Measurement is a crucial aspect of any research study, and Part 4 of the book covers this topic comprehensively. The authors delve into the concepts of reliability and validity, emphasizing their importance in ensuring the accuracy and credibility of research findings. They also discuss the process of scale development, offering practical tips on creating reliable and valid measurement instruments in management research.

This section is invaluable to researchers as it provides them with a solid understanding of measurement principles and techniques.

Part 5 explores various methods of data analysis in management research. The authors start with quantitative data analysis, explaining how to set up data for analysis and conduct initial data exploration. They then delve into multivariate data analysis, which is essential for answering research questions and hypothesis testing. The chapter on content analysis offers an insightful discussion on analyzing qualitative data, making it a valuable addition to the book. The authors present the information in a clear and accessible manner, making complex analytical techniques more approachable to readers.

The final section of the book focuses on the critical aspects of reporting research findings and ethical considerations. The authors provide guidance on how to present quantitative and qualitative research projects effectively. They emphasize the importance of clear and concise communication to ensure that research findings are disseminated efficiently. Additionally, the chapter on ethical issues and conduct in the practice of research highlights the significance of maintaining ethical standards throughout the research process. This section equips researchers with the knowledge they need to uphold ethical principles and integrity in their work. In conclusion, "Management Research Methods" by Phyllis Tharenou, Ross Donohue, and Brian Cooper is an indispensable resource for anyone engaged in management research. The book covers all aspects of the research process, from designing a study and collecting data to analyzing and reporting research findings. It presents complex concepts in a clear and accessible manner, making it suitable for both students and experienced researchers. Moreover, the book's emphasis on ethical considerations reinforces the importance of conducting research responsibly and ethically.

Overall, the book's comprehensive coverage of research methods, practical examples, and insightful discussions make it a valuable addition to the field of management research. It equips researchers with the necessary tools and knowledge to undertake rigorous and meaningful research studies, contributing to the advancement of knowledge in the dynamic field of management. "Management Research Methods" is highly recommended to anyone seeking to enhance their research skills and make a significant impact in the realm of management studies.

Suwandi S. Sangadji\*

Department of Management, Faculty of Economics and Business,  
Universitas Airlangga, 60115, Surabaya, Indonesia

Corresponding reviewer.

E-mail addresses: [suwandi.s.sangadji-2022@feb.unair.ac.id](mailto:suwandi.s.sangadji-2022@feb.unair.ac.id),  
[suwandinukusangadji@gmail.com](mailto:suwandinukusangadji@gmail.com) (S.S. Sangadji),

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