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individuals and described using a statistical technique. A way to collect qualitative data consisting of both general questions and more detailed questions.

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Important elements of dissertations such

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as research philosophy, research approach, research design, methods of data collection and data analysis are explained in simple words. John Dudovskiy [1] Bryman, A. & Bell, E. (2015) "Business Research Methods" 4th edition, p.160

Quantitative Data Collection

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Bryman, Alan. "The Research Question in Social Research: What is its Role?"

International Journal of Social Research Methodology 10 (2007): 5-20; Guba,

Egon G., and Yvonna S. Lincoln.

"Competing Paradigms in Qualitative Research." In Handbook of Qualitative Research. Norman K. Denzin and Yvonna

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S. Lincoln, editors.

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complicated in mixed methods research because sampling schemes must be designed for both the qualitative and quantitative research components of these studies. Despite the fact that mixed methods studies have now become popularized, and despite the

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number of books (Brewer & Hunter, 1989; Bryman, 1989; Cook & Reichardt,

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The purposes of this article are to position mixed methods research (mixed research is a synonym) as the natural complement to traditional qualitative

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and quantitative research, to present pragmatism as offering an attractive philosophical partner for mixed methods research, and to provide a framework for designing and conducting mixed methods research.

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Business Research Methods is the

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starts a new era in the conceptualization and utilization of integrated approaches across the social and behavioral

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<http://mmr.sagepub.com> ...

Blaikie, N. (2010) "Designing Social Research" Polity Press. Saunders, M.,

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Lewis, P. & Thornhill, A. (2012)
“Research Methods for Business Students” 6 th edition, Pearson Education Limited. Bryman, A. (2012)
“Social Research Methods” 4 th edition, Oxford University Press

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