Designing and Managing a Research Project: A Business Student's Guide

By Michael J. Polonsky, David S. Waller

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Designing and Managing a Research Project: A Business Student's Guide, Third Edition is a practical, step-by-step guide that shows business students how to successfully conduct a research project, from choosing the topic to presenting the results. Michael Jay Polonsky and David Scott Waller have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions. Unique to this book is the inclusion of chapters on topics such as supervision, group work and ethics, and both qualitative and quantitative data analysis, with links provided to a range of online resources, as well as examples from student projects.

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