



Research Methods for Accounting and Finance (Hardback)

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Goodfellow Publishers Limited, United Kingdom, 2016. Hardback. Condition: New. Language: English . Brand New Book. Research Methods for Accounting and Finance is an essential text for accounting and finance students undertaking research for the first time. It demystifies the research process by providing the novice researcher with a must-have guide through all of the stages of the research process, from identifying a research topic to the finished project. Jargon-free and written in a user-friendly style, it utilises a variety of methods to carefully link the subject matter and topics. Packed with appropriate examples and reflective exercises to support skills and knowledge development, each chapter includes a useful reference list and suggested further readings. It offers a comprehensive overview of key research methods and the choices available when undertaking research in accounting and finances. It includes: * an exploration of the nature and scope of research within the disciplines of accounting and finance; * how to identify a suitable research project and the importance of understanding and contextualising your research ideas via a thorough literature review; * which type of research most suitable to undertake and the researcher s choice of data collection method; * an analysis of qualitative and quantitative...



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