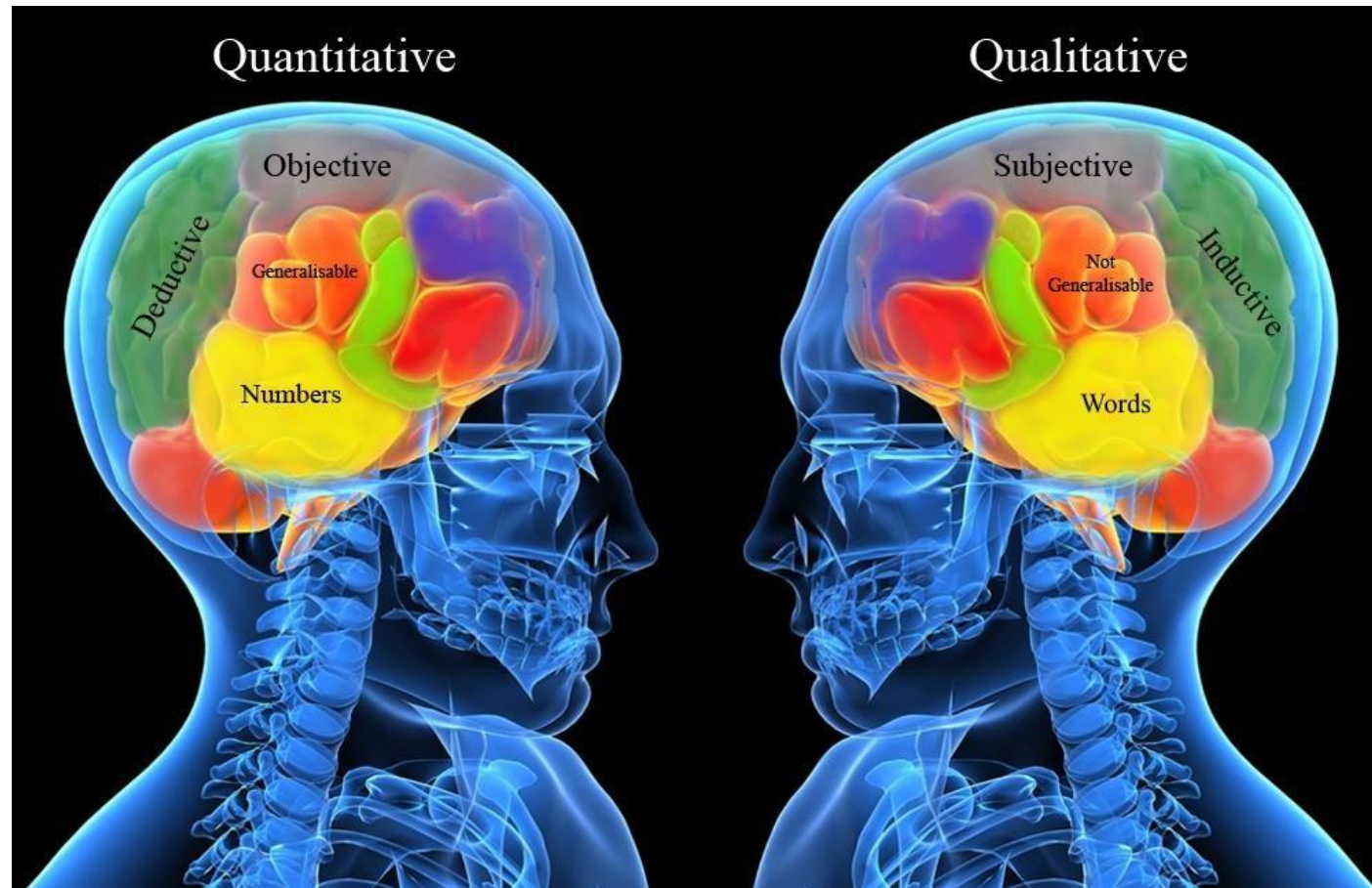


# **Business Research Methods**

## **Seminar week 2**

- **Inductive vs deductive research**
- **Characteristics for qualitative/quantitative research.**

# Deductive vs inductive research



- 5-10 min preparation/discussion
- Think about suitable methods in your research field
- Think and share your research interests and possible ideas of a research area for your dissertation / consultancy project.
- For instance, Marketing field-Consumer Behaviour

Business Management-Small and Medium Enterprise

3 mins- share your thoughts

# Task 1 for today's seminar

---

- Have a quick read of Zarantonello, Formisano & Grappi (2016)
- What kind of research design is this article: Inductive/Deductive? Quantitative/qualitative?
- What data has been analysed and why?
- How have the authors defended that the analysis is robust and credible?

***Take 10mins to discuss these items and share your findings.***

## Task 2 for today's seminar

---

10-20 mins (if time allows)

- Identify common types of research designs for the different MSc / MBA disciplines.
- Document your discussion in a graphical way-you can upload/email it later to your tutor to seek feedback.