



# The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science

*By Jan Jonker, Bartjan Pennink*

Download now

Read Online ➔

## **The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science** By Jan Jonker, Bartjan Pennink

Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, “I have got through it.” Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.

 [Download The Essence of Research Methodology: A Concise Gui ...pdf](#)

 [Read Online The Essence of Research Methodology: A Concise G ...pdf](#)

# The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science

*By Jan Jonker, Bartjan Pennink*

## **The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science** By Jan Jonker, Bartjan Pennink

Methodology is the field which is indisputably complex. In the academic world, it is often said to be important, yet in everyday academic practice, it is not always treated accordingly. In teaching, methodology is often a mandatory course. Usually, it consists of learning how to adopt several common approaches when doing research, and how to conceive a research design (often leading to a survey). This usually leads to collecting data on a modest scale and – when the opportunity arises – analysing the data with the help of some statistics. Ask the students of their opinion at the end of such a course and they tend to heave a deep sigh of relief and say, “I have got through it.” Then their real courses start again, in which methodology often does not play a role at all. We are of the opinion that writing-off methodology in this way is a real pity. It ignores the valuable role that methodology should play in academic teaching as a whole. Here, methodology is presented as a form of thinking and acting that, while obviously entailing research work, can also include the design and change of organisations. This broad approach has been purposefully chosen, as it is almost obvious from research and graduation projects that the students do not really have a clue what methodology involves and, therefore, wasting their time by producing work that has a little quality.

## **The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science** By Jan Jonker, Bartjan Pennink Bibliography

- Sales Rank: #4795930 in Books
- Published on: 2010-03-10
- Original language: English
- Number of items: 1
- Dimensions: 6.14" h x .50" w x 9.21" l, .99 pounds
- Binding: Hardcover
- 171 pages

 [Download The Essence of Research Methodology: A Concise Gui ...pdf](#)

 [Read Online The Essence of Research Methodology: A Concise G ...pdf](#)

## **Download and Read Free Online The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink**

---

### **Editorial Review**

From the Back Cover

This publication is designed to provide Master and PhD students with a concise introduction to conducting research in organisations. The aim is to impart knowledge for making the appropriate methodological choices and to give readers a practical guide to designing and executing a research. Over fifty concrete examples, exercises, discussions and short case studies give a good illustration of the practice of research so to enhance the understanding of the application of methodology in specific research contexts. Another special feature of this book is the extensive comparative Glossary of key methodological terms, ideas and notions that has been incorporated. Also, various checklists are provided to help students structure their research activities and reflect on key issues and choices that need to be made. Finally, more fundamental theoretical, ontological and epistemological issues and debates are touched upon and discussed in the footnotes.

About the Author

Dr. J. Jonker is an associate professor and research fellow at the Nijmegen School of Management of the Radboud University Nijmegen (Holland). His main research interest focuses on organisational change, corporate social responsibility (CSR) and business strategy. He is a visiting professor at the University of Nottingham (UK), Versailles and Toulouse (France). He has written several books and numerous articles. He combines his academic work with business consulting, thus staying in touch with different discourses and realities.

Dr. B.J.W. Pennink is an assistant professor at the Faculty of Business Administration of the State University Groningen (Holland) where he mainly teaches courses in research methodology to undergraduates and graduates in different Master programs. In addition, he lectures at the Academy for Management (Enschede) and was a visiting lecturer at the University of Ouagadougou in Burkina Faso between 1991 and 2005.

They both have been lecturers in Qualitative Methodology for the Dutch Organisation for Business Research (NOBEM) between 1989 and 2004. NOBEM is a network between universities across The Netherlands providing methodology courses for PhD students in the field of business studies. This book is based on precious and pleasurable experience gained teaching together for more then a decade. A concise edition of this book appeared in Dutch under the title "De Kern van Methodologie" (2000 and 2004), published by Royal Van Gorcum Publishers (Assen).

### **Users Review**

**From reader reviews:**

**David Soto:**

This The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science are usually reliable for you who want to be considered a successful person, why. The main reason of this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management

Science can be one of many great books you must have will be giving you more than just simple studying food but feed you with information that possibly will shock your before knowledge. This book is handy, you can bring it all over the place and whenever your conditions throughout the e-book and printed people. Beside that this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science giving you an enormous of experience including rich vocabulary, giving you trial run of critical thinking that we understand it useful in your day pastime. So , let's have it and enjoy reading.

**Johnna Chapin:**

This The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science is great reserve for you because the content which can be full of information for you who else always deal with world and have to make decision every minute. That book reveal it facts accurately using great manage word or we can point out no rambling sentences in it. So if you are read this hurriedly you can have whole data in it. Doesn't mean it only provides you with straight forward sentences but hard core information with lovely delivering sentences. Having The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science in your hand like getting the world in your arm, facts in it is not ridiculous a single. We can say that no guide that offer you world in ten or fifteen moment right but this guide already do that. So , this is certainly good reading book. Hey Mr. and Mrs. occupied do you still doubt in which?

**Larry Boggs:**

You will get this The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science by go to the bookstore or Mall. Merely viewing or reviewing it may to be your solve challenge if you get difficulties for your knowledge. Kinds of this book are various. Not only simply by written or printed and also can you enjoy this book by simply e-book. In the modern era including now, you just looking from your mobile phone and searching what their problem. Right now, choose your personal ways to get more information about your publication. It is most important to arrange you to ultimately make your knowledge are still change. Let's try to choose suitable ways for you.

**Brianna Bell:**

A lot of reserve has printed but it is different. You can get it by online on social media. You can choose the best book for you, science, amusing, novel, or whatever by means of searching from it. It is identified as of book The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science. You can contribute your knowledge by it. Without departing the printed book, it can add your knowledge and make an individual happier to read. It is most critical that, you must aware about book. It can bring you from one place to other place.

**Download and Read Online The Essence of Research Methodology:**

**A Concise Guide for Master and PhD Students in Management  
Science By Jan Jonker, Bartjan Pennink #G3PUX1H6DV2**

# **Read The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink for online ebook**

The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink books to read online.

## **Online The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink ebook PDF download**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Doc**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink Mobipocket**

**The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink EPub**

**G3PUX1H6DV2: The Essence of Research Methodology: A Concise Guide for Master and PhD Students in Management Science By Jan Jonker, Bartjan Pennink**