

MG5510 - Dissertation

This is a provisional list that has yet to be reviewed.
Items may therefore change.

View Online



1.

Alasuutari, P., Bickman, L. & Brannen, J. The SAGE handbook of social research methods. (SAGE, 2008).

2.

Becker, H. S. & Richards, P. Writing for social scientists: how to start and finish your thesis, book, or article. vol. Chicago guides to writing, editing, and publishing (University of Chicago Press, 2007).

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Bell, J. Doing your research project: a guide for first-time researchers in education, health and social science. vol. Open UP study skills (McGraw-Hill Open University Press, 2010).

4.

Capstone Writer. Producing the capstone project.

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Collis, J., Holt, A. & Hussey, R. Business accounting: an introduction to financial and management accounting. (Palgrave Macmillan, 2012).

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Hardy, M. A. & Bryman, A. Handbook of data analysis. (SAGE, 2009).

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Hart, C. Doing a literature review: releasing the social science research imagination. (Sage, 1998).

8.

O'Leary, Z. Researching real-world problems: a guide to methods of inquiry. (SAGE, 2005).

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Ridley, D. The literature review: a step-by-step guide for students. vol. Sage study skills (SAGE, 2012).

10.

Riley, M. Researching and writing dissertations in business and management. (Thomson Learning, 2000).

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Salkind, N. J. Statistics for people who (think they) hate statistics. (SAGE, 2014).

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Sapsford, R. J., Jupp, V., & Open University. Data collection and analysis. (SAGE, 2006).

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Yin, R. K. Case study research: design and methods.

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Yoo, B., Donthu, N. & Lee, S. An examination of selected marketing mix elements and brand equity. Journal of the Academy of Marketing Science **28**, (2000).