

MG5510 - Dissertation

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

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1.

Alasuutari, P., Bickman, L., Brannen, J.: The SAGE handbook of social research methods. SAGE, Los Angeles, Calif (2008).
 2.

Becker, H.S., Richards, P.: Writing for social scientists: how to start and finish your thesis, book, or article. University of Chicago Press, Chicago, Ill (2007).
 3.

Bell, J.: Doing your research project: a guide for first-time researchers in education, health and social science. McGraw-Hill Open University Press, Maidenhead (2010).
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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, Houndmills, Basingstoke, Hampshire (2012).
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Hardy, M.A., Bryman, A.: Handbook of data analysis. SAGE, London (2009).

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

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

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Ridley, D.: The literature review: a step-by-step guide for students. SAGE, London (2012).

10.

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

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

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