

**Research Methodology - A STUDY ON JOB SATISFACTION
AMONG THE EMPLOYEES OF SHIPPING INDUSTRY IN
GUJARAT**

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RM - Introduction

Methodology could be termed as “The study of, the justification for, the specific approaches or techniques employed in a particular research” (Jankowicz, 1995). Research methodology is a method that helps to solve the research problems systematically. It could be comprehended as a science of analyzing the way in which research is carried out systematically. Fundamentally, the methods that researchers adapt to carry out the task of defining, illustrating as well as envisaging occurrence is known as research methodology (Rajasekar *et al.*, 2006). It is further described as the examinations of approaches that help in gaining understanding. Thus, research methodology is essential for a researcher chose appropriate method to attain the study objective. Research work is performed based on the procedural framework. The major aim of this section is to provide an outline of the study pattern which was employed by the researcher to develop this thesis. This section discusses about the research process taken up for this study and explains the method employed for data collection and data analysis by the researcher that includes justification for the techniques and approaches that were selected.

Research Objective

1. To validate the job satisfaction model among employees of working in Shipping Industry.
2. To determine the level of job satisfaction among employees of Gujarat Shipping Industry.
3. To determine the factors influencing job satisfaction among employees of Gujarat Shipping Industry.
4. To measure the relationship between ten dimensions of job satisfaction and its association with job satisfaction and intention to leave amongst Gujarat Shipping Industry.
5. To determine the relationship between socio-demographic characteristics, job satisfaction and intent to leave.
6. To evaluate whether any cross-cultural differences in the level and the factors influencing job satisfaction and intent to leave.
7. To construct a job satisfaction model of Gujarat Shipping Industry.

Overview of the Research Design

Research can be classified with the help of study objective. They are categorized as three kinds, namely, descriptive, explanatory and exploratory (Saunders *et al.*, 2007).

Exploratory research: This study is helpful if the research questions are not clear or there is inadequate hypothesis available to direct conclusions. At times, the researcher may find it unfeasible to create the fundamental statement of the research problem. Exploratory study is used to build an enhanced perceptiveness (Hair *et al.*, 2003). The aim of an exploratory study is to produce a better perceptiveness of a specific topic, to create latest awareness, and to pave a basis for upcoming study (Sekaran, 2000). Exploratory study could be done by three main techniques, namely, interaction with professionals in concerned fields, study of research papers, conducting interviews with experts in the field of study (Saunders *et al.*, 2003).

Descriptive research: Descriptive study starts with a well developed notion of a specific occurrence as compared to exploratory study. Descriptive research reveals circumstances by making possible ways of an action or occurrence. Descriptive data are generally planned and designed specifically to examine the features explained in research question. Hypothesis was obtained from the theory so as to direct the procedure and to facilitate list of what required to be concluded (Hair *et al.*, 2003). The intention of descriptive study is to demonstrate the precise report of individuals, procedures of circumstances. It is necessary to obtain a clear depiction of the occurrences on which the researcher desire to collect data for the data collection (Saunders *et al.*, 2003).

Explanatory research: Explanatory study establishes the correlation among variables. Explanatory study commonly recognizes the issues and has explanation of the issues. This technique would assist in examining the main points of the intricate correlation that is present in the issue suggested in the research questions (Miles & Huberman, 1994). The aim is to examine, improve, sustain, and connect the theory's basis of a specific issue (Neumann, 2003).

The study purpose is to determine the factors that influence job satisfaction among employees working in shipping industry. Thus, the author has taken up explanatory research in the current study. Explanatory study contains correlation analysis, to explain the association among variables. In accordance with Lewis (2006), the research philosophy relies on the way one views the expansion of the understanding. The study pattern assesses numerous factors involved in attempting to carry out a study to build this thesis.

Research design:

The research design must be examined thoroughly, after establishing the research purpose. Onion research model developed by Saunders (2003) is taken up in this study. The research design incorporates five diverse stages in accordance with the onion research method.

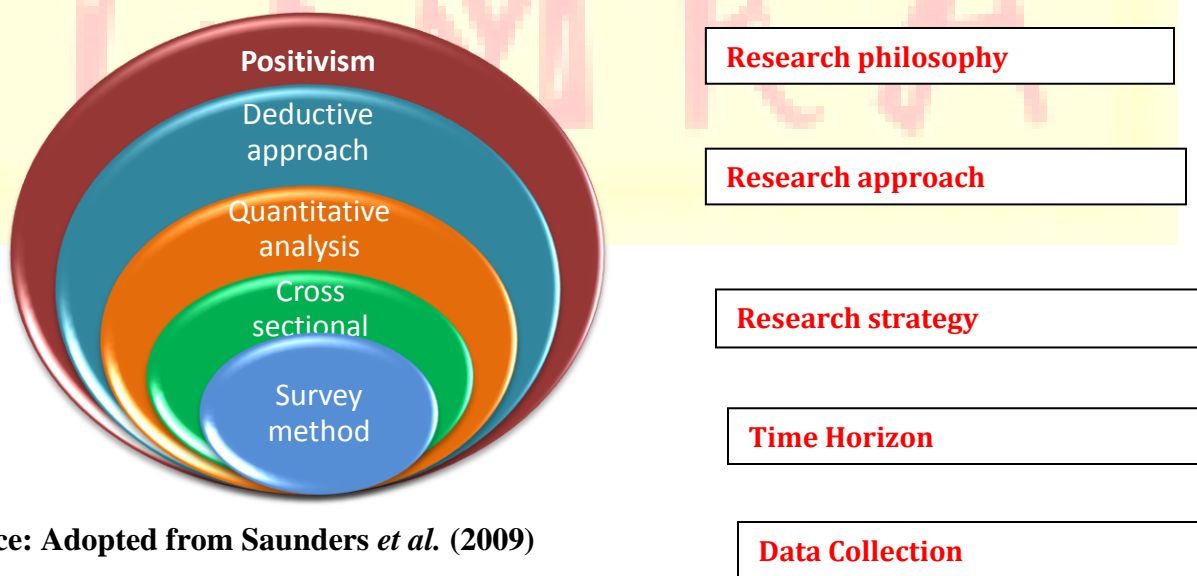
The layers formatted by Saunders *et al.* (2003) are illustrated in table 3.1 given forth with

Table 1: Research Onion model

Layer	Approaches
Research philosophy	Positivism, Interpretivism, Realism
Research approaches	Deductive, Inductive
Research strategies	Experiment, Survey, Case study, Grounded theory, Ethnography, Action research
Time horizons	Cross Sectional, Longitudinal
Layer	Approaches
Data collection methods	Sampling, Secondary data, Observation, Interviews, Questionnaires

Source: Adopted from Saunders *et al.* (2003)

Figure 1: Onion Model of this dissertation



Source: Adopted from Saunders *et al.* (2009)

Research Philosophy

Research philosophy is an expression pertaining to the expansion of information and the nature of that information' (David Bridges & Smith, 2007). Three major paradigms are examined briefly, and a simple categorization is employed to differentiate the major elements, namely, positivism, interpretivism as well as realism.

Positivism: The positivist point is taken from natural science and is categorized by the testing the hypothesis that is developed from the existing theory (therefore deductive or theory testing) via assessment of viewing societal realities. Positivism is relied upon principles of reason, validity and reliability and concentrate entirely on evidence, collected by means of direct scrutiny and experience and evaluated experimentally with quantitative techniques, such as surveys and experiments, as well as statistical analysis (Eriksson & Kovalainen, 2008; Saunders *et al.*, 2007; Blaikie, 1993)

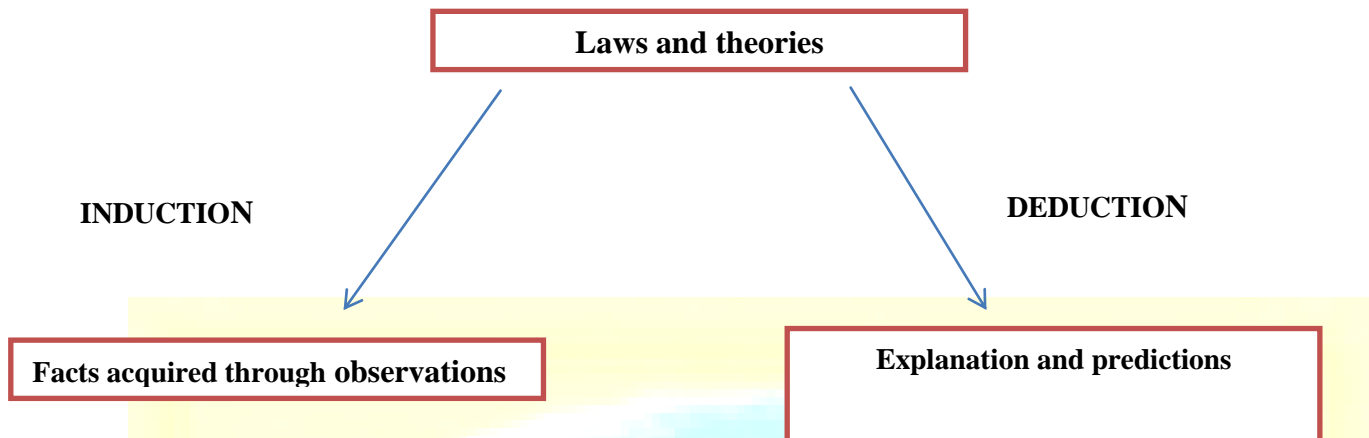
Justification of chosen philosophy

The current study is directed by the concept of positivism. The positivism study reflects the researcher's instinctive outlook to methodical examination other than from reflecting researcher's instinctive point. Therefore, pertaining to this context, positivism holds a conclusive as well as adaptive investigation technique (Johnson & Onwuegbuzie, 2004). Thus, in the present study researcher adopted positivism, where data is collected through the scientific way of data collection using previous studies as a base. Since in the present study researcher intend to use only questionnaire to evaluate and identify factors that influence job satisfaction among employees working in shipping industry.

Research approach

"The study could be distinguished by looking at the method taken up by the researcher" (Collis & Hussey, 2009, p. 7). The research methodology could be envisaged through types of research approach, namely, the deductive method and inductive method. The diagram given forth reveals the distinction between the two study methods, namely, Induction and Deduction.

Figure 2: Induction and Deduction



Source: adopted from Ghauri *et al.* (1995)

Deductive approach:

Collis and Hussey (2009, p. 8) state that, "*The deductive method is a study wherein a conceptual and theoretical structure is built and later examined by empirical observation*".

The deductive method is further termed as, 'testing a theory' where the author builds a hypothesis or theory and then plans a research strategy to test the developed theory. In the deductive approach of examination, the research question is addressed by way of examining different theories. This approach is used to establish the research hypothesis and their principles. When theories are formed, they are examined to get the results (Marcoulides, 1998). With the help of deductions outcomes are arrived via rational analysis". (Ghauri *et al.*, 1995, p. 8)

Inductive approach: In Inductive approach where the theory is built through the examination of empirical reality. With the help of induction we conclude from our empirical observation. Induction is the procedure of scrutinizing information to build a theory. Inductive analysis functions additionally from precise examinations to wider generalities as well as theories. Inductive approach begins with precise understanding and calculations start to distinguish designs and regularities, create certain provisional hypothesis to investigate, and lastly finish up building certain common theories or conclusion (Trochim, 2006).

Research approach of this study

The key variation among the two methods is that the inductive method entails 'bottom-up' analysis and the deductive method entails 'top-down' analysis. The research approach employed

in this study is 'top-down' method, that is, a deductive technique as it is not within the scholastic range to conclude theories and further it is less difficult to gather experimental information after a set of hypothesis are developed.

Research strategy

Research strategy sketches the common arrangement of the way the researcher intends to address the study queries. One of the essential steps in the research methodology is choosing suitable research strategy on the basis of the research goals. There are three kinds of research strategy, namely, quantitative method, qualitative method as well as the mixed method.

Quantitative approach: Quantitative study is described as *"the study which entails certain statistical information or contain information which can quantified to assist you answer your study query or queries and to address your aims"* (Saunders et al., 2003, p. 327). In accordance with Sarantakos (2005, p. 50), *"The intent of approaches is to calculate variables and generate figures that would permit judgments as to the position of the variables in question that consequently will permit further processing, and comparisons as well as allow replicability"*. Trochim and Land (1982) described quantitative approach as the "adhesive which keeps together the study project. A pattern is taken up to format the study, to illustrate the way every main facet of the study project, namely, measures, samples or groups, programs or treatments, and techniques of assignment, and function simultaneously and endeavor to find an answer to the main research question". Descriptions of quantitative research design are problematical, as this expression is frequently employed to recognize the investigational pattern mirroring the design of separate and correlated variables linked with information gathering.

Qualitative approach: The qualitative method to investigation is generally employed by researchers globally and it is correlated to the constructivist paradigm (Wilkinson and Birmingham, 2003). Van Mannen (1983, p. 9) describes qualitative approaches as, *"A range of interpretative methods that try to define, decipher, transform, and otherwise come to terms with the implication, not the regularity, of certain more or less naturally happening incidences in social world"*. Qualitative method takes a sample from a group that represents the population and evaluates the conduct of taken sample.

Mixed approach: Mixed method entails qualitative as well as quantitative information; it assists in describing the questions at the time of the research process and is seen to an all-encompassing approach (Hayati, Karami and Slee, 2006). The mixed method is most applicable for explanatory study as the queries which are to be answered have not been examined earlier (Gable, 1994; Karami, Rowley, & Analoui, 2006; Scandura & Williams, 2000). The method does not incorporate any comparison stages since earlier information does not exist. Thus the findings from the mixed method are advantageous as the information of qualitative method are supported by the information obtained from quantitative method (Easterby-Smith *et al.*, 1991; McGrath, 1982; Scandura & Williams, 2000).

Justification of research strategy

The present study has utilized the quantitative method. Quantitative study techniques endeavor to optimize neutrality, replicability, and generalization of the results, and are characteristically involved in calculation. Nevertheless the qualitative instruments of examination are relied on assessing the accessible substance offered in a statistical layout. Thus it is regularly stated that quantitative approach is unbiased in character whilst qualitative methods are biased in character. The present study develops research framework to focus on the factors that influence job satisfaction among employees. The findings would indicate the factors that affect the success in order to strengthen the satisfaction of job in order among employees in shipping industry. Therefore, employing quantitative structure is a most suitable strategy.

Target area and Population

The study was carried out in Gujarat and the employees of the shipping sector were chosen as the target group for the present study.

Sampling

Sampling plays vital role in the research. In accordance with Sarantakos (2005), sampling facilitates the researcher to examine a comparatively small part of the target group and still get information which represents the entire group. The research conducted on the basis of sampling consumes lesser time and generate quick responses.

"The chief objective of the sampling is to build a subgroup of the population, that completely

represents the chief fields of interest" (Easterby-Smith *et al*, 2002:135).

Sampling group:

The resultant information is gathered so as to get suitable responses. The researcher has not taken up the survey technique information gathering method owing to the fact that it takes up a lot of time and is costly. Several study programs that are based on survey employ probability sampling method (Saunders, 2007). The major procedural phases are stated forth with:

- Estimating the sampling arrangement
- Recognizing the sample extent
- Identifying the best sampling technique
- Assessing the sampling to decide if it is representative of the whole group
- recognition of a particular frame of sampling
- Examining the extent of the sample group
- Examining the appropriate sampling method
- Inspection of the sample to ascertain if it represents the whole group

Sampling technique

Random sampling: A probability sampling method wherein each individual in the target group gets the same opportunity to be chosen. If the group is extensive one encounters challenges pertaining to identifying each individual of the group (Saunders *et al.*, 2011).

Systemic sampling: This technique entails choosing the sample at fixed intervals from the sampling structure.

Stratified sampling: In this kind of random sampling method, wherein the group is categorized into particular layers with some shared features, subsequently identical numbers of random participants are selected from every layer.

Convenience sampling: This is a sampling technique where a particular division of members in the target group are selected owing to time and cost restrictions. The respondents are usually chosen since they can be reached easily, for the purpose of investigation (Saunders *et al.*, 2011).

Judgment sampling: This is a sampling technique where a particular division of members in the target group are selected on the basis of the researcher's discretion (Saunders *et al.*, 2011).

Sample size

300 employees will be selected as sample size from the shipping sector in the state of Gujarat.

Data collection: *"The study approach refers to a systematic and orderly method adopted to collect and examine the data so as to obtain results from the data"* (Jankowicz, 2000, p. 209). The researcher took into consideration regarding the benefits as well as the drawbacks of different techniques of collecting quantitative information to choose a suitable technique for data collection method for this study. *"One of the most far-reaching decisions a researcher must make is the way in which the information is gathered"* (Fowler, 2002, p. 58). Data collection can be classified into two kinds, namely, secondary data collection and primary data collection.

Primary data

The primary examination and investigation is conducted in procedural method to gather primary information and impacting the future research process (Bryman and Bell, 2007). Primary as well as secondary information are gathered by the researcher in the present study process. The survey questionnaire technique is utilized to gather primary information. The study instruments are elucidated thoroughly, as given below: 3.11.1.1 Survey

Survey instrument used

Questionnaire: Saunders *et al.* (2009) illustrated that, the survey questionnaire is extensively employed for gathering information. Questionnaires are used to gather information to examine concepts or proposition or hypothesis (Barnes, 2001). Sekaran (2003, p. 236) describes the survey questionnaire as: *"A pre-planned written set of queries to which participants record their responses, generally within rather closely delineated options"*. Collis and Hussey (2009) describe the questionnaire as a listing of structured questions, selected after substantial testing with intent of getting dependable answers from a selected sample.

working in shipping industry. The participants are able to express their perception, beliefs and attitudes, because of unidentifiable aspect of the questionnaire.

Mode of Questionnaire Development:

The questionnaire comprised only closed ended questions. The examination of the structure of the research process by ascertaining some questions such as gender, age and profession is the key aim of the quantitative element of the questionnaire method. The questionnaire further incorporated the Multiple Choice Questions (MCQ). Additionally the Likert Scales were used to allow participants to communicate their thoughts towards the establishment effectually. The participants were expected to respond to the Likert Scale queries with the help of a specific range of answers that started with 'Strongly Agree' and concluded with 'Strongly Disagree'. Dundas (2004) proposes that executing the Likert Scale, the questionnaire method is advantageous since it can distinguish the various levels of attitudes. The structure of the questionnaire was formatted so that general data was gathered initially, and this was followed by questions that pertained to the main aspects.

Secondary data

Secondary information could be gathered by numerous ways. Quantitative information is incorporated in this information gathering technique. A few of the vital secondary information sources are periodicals, the internet, newspapers and books. Nevertheless, most of the secondary information includes scholastic databases to make sure the reliability of gathered data.

Validity and reliability**Validity**

Validity is of major consideration of all research work, since it helps in finding out if the information is valid (Saunders *et al.*, 2009). Validity refers to the fact that the measure must examine what it is meant to calculate or the matter that is meant to be calculated and not others.

Construct validity:

In accordance with Stake (1995), construct validity could be attained through obtaining various sources that are apparent for the triangulation procedure. The main tool used for gathering information is the survey questionnaire. From the series of facts obtained, the information gathering technique could be recollected (Yin, 1994).

Pilot study:

At the concluding phase of the study methodology a pilot study was implemented. The questionnaire was assessed with the help of a pilot study prior to being circulated among the respondents (Saunders, 2003). The main aim for the pilot study is to ensure that participants do not encounter any difficulties while answering the questionnaire. The questionnaire can be enhanced with the findings obtained during the pilot study. It also ensures the authenticity of the questionnaire that is to be circulated (Saunders, 2003)

The pilot study of the questionnaire was carried out. Ten participants are essential to finish the pilot test (Fink, 2003). The respondents were requested to answer the following queries, after the trial:

- Clarity of the questions (Fink 2003)
- Importance of the questions (Fink 2003)
- General design of the whole questionnaire (Bell 2005)
- Time needed to finish the questionnaire (Bell 2005)

Reliability

Saunders *et al.* (2009, p. 156) describes reliability as "*the level to which your information gathering methods or analysis processes will offer reliable results*". Reliability is that the method must provide the identical outcomes every time. There are four essential risks to reliability of a study as recognized by Saunders *et al.* (2009): subject fault and prejudice, and observer fault and prejudice. Further all information documented was checked twice to ensure the highest standards of validity and reliability.

In accordance with Collis and Hussey (2009) reliability is the trustworthiness of the results of the study. For the study outcome to be dependable a second research must also generate similar findings.

Dignity

In the study procedure the respondents were handled with respect as well as dignity. There are some circumstances where the respondents noted that they were the subject for the research and forced to respond to questions. The respondents were guaranteed that the research process was

not forced. The researcher addressed all queries that were put forward by the respondents (Burton, 2000).

Ethnicity

The study is concerned that the emotions of the respondents are not disturbed. Different aspects such as social group, traditions, faith and numerous such features were considered and the questionnaire was formatted accordingly. The researcher further ensured that no individual, cluster or specific establishment was targeted for the study (Burton, 2000).

Informed consent

The informed consent method was adopted. The respondents were informed regarding the purpose of the study and the tools that will be used, in advance, and their consent was obtained before involving them in the study. The respondent's consent was got at the beginning of the research owing to Saunders (2003) study of respondent consent method.

Data analysis

Data analysis decides that the data gathered for the study is quantitative as well as qualitative in character. Therefore numerous information gathering methods are to be executed in the research.

Quantitative Analysis

The gathered information is examined utilizing a numerical method. To scrutinize the survey the researcher utilized the SPSS (Statistics Package for Social Science) software. Information was examined utilizing descriptive as well as inferential information. To define the fundamental paradigm in the information, the researcher utilized descriptive information (Lawrence, 2006).

Percentage analysis:

Cronbach's alpha:

The numerical packages such as Statistics Package for Social Science could be utilized to calculate the dependability by calculating the dependability coefficients that is generally called Cronbach's Alpha (Abel Fattah, 2008). The significance of Cronbach's Alpha is between 0-1. The reliability of the tool as well as questions formatted in the questionnaire is seen to be

excellent if the value is more. The researcher envisaged that Cronbach's Alpha could be calculated for the complete scales executed in the questionnaire.

Chi-Square Test:

Chi-Square test is generally executed for evaluating the gathered information against the information to be anticipated from a specific hypothesis. Whilst taking Mendel's laws into consideration, when the anticipation of male respondents is 10 but merely only 8 male respondents were there, then the comparison should be done, to check whether gathered information would be advantageous or not. Chi-Square test constantly has its concern over the null hypothesis that is decided by the researcher and it portrays that there are no particular variations among the anticipated and attained information.

Pearson Correlation:

The correlation among two constant variables is calculated with a numerical assessment. The directly proportional correlation among the variables is forecast by the positive values, whereas the inverse proportionality is decided by the negative values. The constructive correlations are denoted by values more than 0.8.

3.17 Summary

This section deals with the study approach and validation executed, for choosing different aspects which are associated with the study. This incorporates the choosing of suitable research design, information gathering methods, and data collection method and statistical technique that are executed for the data analysis. Both secondary and primary data sources are utilized in the study. The most important information gathering method executed in the study procedure is the questionnaire to support and validate the quantitative results. Statistics Package for Social Science v.18 was executed for the data analysis process in order to ensure that quantitative information and put forward precisely and implements descriptive and inferential information. Various test as well as analysis methods such as percentage analysis and Chi-Square test was used in the study procedure for examining information and to assess the hypothesis.

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