



Research Methodology in Management: Theory and Practice

By P.P. Arya, Yesh Pal

Deep & Deep Publications Pvt. Ltd., 2011. Hardcover. Book Condition: New. 2nd edition. Adoption of research methods to deal with various managerial situations is sine qua non for the success of every manager. To meet the new challenges of globalizations, liberalization and privatization research methods must develop. Broad fields of management such as finance, marketing, production, organisational behavior and human resource management require scientific measurements. Management researchers should adopt a holistic and realistic problem-solving approach. The present second revised edition book fills the wide gap of knowledge in research methodology in management. The book deals with both theory and case studies relating to research methods in management. Printed Pages: 664.

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