Contents

List of Figures	viii
List of Tables	$\boldsymbol{\mathcal{X}}$
About the Authors	xii
Acknowledgments	xiii
The Foundations of Business Research	1
Formulating a Research Problem	46
Literature Review	69
Hypothesis Foundation	102
Research Design	139
Research Planning and Sample Design	184
Data Collection	227
Scaling Techniques	274
Hypothesis Testing	307
Analysis and Hypothesis Testing	327
Testing and Data Analysis	361
Bibliography	414 416
	List of Tables About the Authors Acknowledgments The Foundations of Business Research Formulating a Research Problem Literature Review Hypothesis Foundation Research Design Research Planning and Sample Design Data Collection Scaling Techniques Hypothesis Testing Analysis and Hypothesis Testing Testing and Data Analysis