

Contents

1	Introducing Research Designs	1
1.1	Why Research Designs Matter	1
1.2	Understanding the Purpose of Research	2
1.3	Define Research Design Properly	4
1.4	Check the Validity of Your Research	6
1.5	Embrace Challenges to Implementation and Execution	12
1.6	Make the Most of this Textbook	13
	References	16
2	Understanding Intellectual Contributions	19
2.1	Introduction	19
2.2	Normative and Empirical Research	21
2.3	Types of Intellectual Contributions	22
2.3.1	Theories and the Body of Knowledge	22
2.3.2	Adding to the Body of Knowledge	26
2.4	Value of Intellectual Contributions	33
	References	35
3	Setting-Up the Research Process	37
3.1	Introduction to the Research Process	37
3.2	Step 1: Start with the Conclusion you Would Like to Draw	38
3.3	Step 2: Defend your Conclusion	42
3.4	Step 3: Produce Results for Good Arguments	43
3.5	Step 4: Choose the Proper Analysis Method(s)	45
3.6	Step 5: Collect Proper Data that Fit the Analysis Method(s)	46
3.7	Step 6: Specify a Proper Preliminary Research Question	48
3.8	Step 7: Check the Consistency of Your Research Design	48
3.9	Step 8: Check the Feasibility of Your Research Project	49
3.10	Step 9: Conduct Your Research Project	50
	References	52

4	Writing up a Research Report.	53
4.1	Introduction to Writing a Research Report	53
4.2	General Remarks on Scientific Writing.	54
4.3	Overview of the Sections.	56
4.4	Sections of the Research Report in Detail.	58
4.4.1	Management Summary	58
4.4.2	Introduction	60
4.4.3	Theoretical Background.	61
4.4.4	Literature Review.	62
4.4.5	Research Design.	68
4.4.6	Results	78
4.4.7	Discussion	79
4.4.8	Conclusion	81
	References.	84
5	Comparing Types of Research Designs.	85
5.1	Recapitulation of Purpose and Content of Research Designs.	86
5.2	Mixed Methods and Staggered Research Designs	87
5.3	Overview of the Most Important Research Designs	89
	References.	96
6	Design Science Research Design	97
6.1	General Description of Design Science Research.	98
6.2	Peculiarities of Design Science Research Design.	102
6.2.1	Characteristics of Design Science Research	102
6.2.2	Issues to Address in Design Science Research	104
6.2.3	Major Fallacies in Conducting Design Science Research	105
6.3	Writing a Design Science Research Paper	108
6.4	Related Research Designs	112
	References.	115
7	Action Research Design	117
7.1	General Description of Action Research.	118
7.2	Particularities of Action Research.	121
7.2.1	Characteristics of Action Research	122
7.2.2	Issues to Address in Action Research.	124
7.3	Major Fallacies in Conducting Action Research.	126
7.4	Writing an Action Research Paper	130
7.5	Related Research Designs	134
	References.	137

8	Single Case Research Design	141
8.1	General Description of Single Case Research Design	142
8.2	Particularities of Single Case Research Design	148
8.2.1	Characteristics of Single Case Research	148
8.2.2	Issues to Address in Single Case Research	150
8.2.3	Major Fallacies in Conducting Single Case Research	156
8.3	Writing a Single Case Research Paper	159
8.4	Related Research Designs	165
	References	168
9	Multiple Case Research Design	171
9.1	General Description of Multiple Case Research Design	172
9.2	Particularities of Multiple Case Research Design	173
9.2.1	Characteristics of Multiple Case Research	173
9.2.2	Issues to Address in Multiple Case Research	175
9.2.3	Major Fallacies in Conducting Multiple Case Research	176
9.3	Writing a Multiple Case Research Paper	177
9.4	Related Research Designs	181
	References	186
10	Cross-Sectional Research Design	187
10.1	General Description of Cross-Sectional Research	187
10.2	Particularities of Cross-Sectional Research	189
10.2.1	Characteristics of Cross-Sectional Research	189
10.2.2	Issues to Address in Cross-Sectional Research	190
10.2.3	Major Fallacies in Conducting Cross-Sectional Research	193
10.3	Writing a Cross-Sectional Research Paper	194
10.4	Related Research Designs	197
	References	199
11	Longitudinal Research Design	201
11.1	General Description of Longitudinal Research	202
11.2	Particularities of Longitudinal Research Design	203
11.2.1	Characteristics of Longitudinal Research Design	203
11.2.2	Issues to Address	204
11.2.3	Major Fallacies in Conducting Longitudinal Studies	211
11.3	Writing a Longitudinal Research Paper	213
11.4	Related Research Designs	216
	References	219

12	Experimental Research Design	221
12.1	General Description of Experimental Research Designs	222
12.2	Particularities of Experimental Research	223
12.2.1	Characteristics of Experimental Research Design.....	223
12.2.2	Issues to Address in Experimental Research	224
12.2.3	Major Fallacies in Conducting Experimental Research.....	228
12.3	Writing an Experimental Research Paper	229
12.4	Related Research Designs	231
	References	233
13	Literature Review Research Design	235
13.1	General Description of Literature Review Design	236
13.2	Particularities of Literature Review Research Design.....	237
13.2.1	Characteristics of Literature Review Research Design	237
13.2.2	Issues to Address	238
13.2.3	Major Fallacies in Conducting Literature Review Research	242
13.3	Writing a Literature Review Research Paper	243
13.4	Related Research Designs	245
	References	250