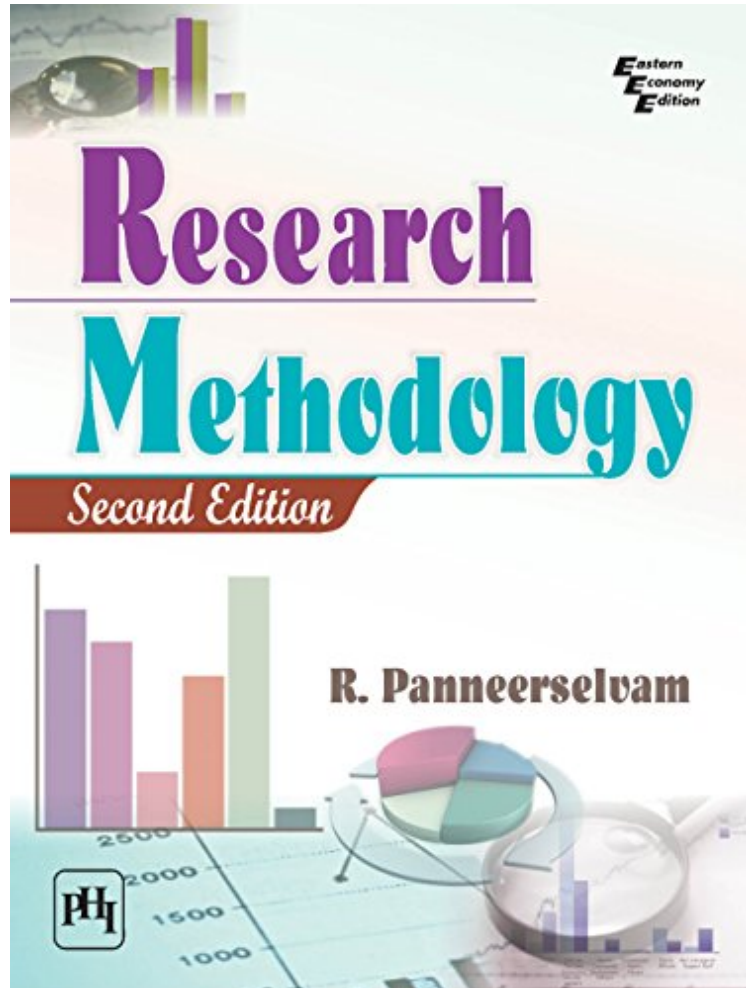


# RESEARCH METHODOLOGY

R. PANNEERSELVAM

DOC | \*audiobook | ebooks | Download PDF | ePub



[Download](#)

[Read Online](#)

#1384981 in eBooks 2014-04-04 2014-04-04 File Name: B00LPGBUCA | File size: 68.Mb

**R. PANNEERSELVAM : RESEARCH METHODOLOGY** before purchasing it in order to gage whether or not it would be worth my time, and all praised RESEARCH METHODOLOGY:

This comprehensive text designed for MBA, MCom, MA (Economics), MA (Sociology) and PhD (Management, Commerce, Economics, and Engineering) courses continues to give complete account of concepts and statistical tools of research methodology in its Second Edition. The textbook also serves as a reference for consultants to carryout projects/consultancies in industries or service organizations. **DISTINGUISHING FEATURES OF THE BOOK**bull; Written in an easy to read stylebull; Each technique is illustrated with sufficient number of numerical examplesbull; Gives complete account of statistics and aspects of research methodologybull; Chapter 8 gives complete account of testing of hypothesesbull; Design and analysis of experiments, advanced multivariate analysis, multidimensional scaling and conjoint analysis, algorithmic research, models for industries and public systems, simulation are unique to

this text. • Graded chapter-end questions  
NEW TO THIS EDITION Introduction of a chapter on SPSS (Chapter 17), is new to this edition which gives readers an idea to obtain statistics for different techniques presented in this text. The different screenshots for different modules of SPSS applied to suitable example problems on sample session for data creation, reports, descriptive statistics, tables, compare means, general linear model, correlation, simple regression, nonparametric tests, classify, data reduction and graphs help readers to understand the features of SPSS.  
AUDIENCE • MBA • MCom • MA (Economics) • MA (Sociology) and • PhD (Management, Commerce, Economics, and Engineering)

About the Author R. Panneerselvam, PhD, is Professor, Department of Management Studies, School of Management, Pondicherry University, Puducherry, India. He has been Head of the Department, and Dean of School of Management, Pondicherry University. He has more than three decades of teaching and research experience, which includes his teaching of engineering and management students at Anna University, Chennai, India. He is the recipient of Academic Excellence Award in an International Conference on Advances in Industrial Engineering Practices (2010) and Best Teacher Award of Pondicherry University (2012-2013). The author of eleven books (all published by PHI Learning), Professor Panneerselvam has to his credit about 90 research articles published in national and international journals of repute and conference proceedings. He has also carried out overseas consultancy to CEMS, Malaysia.