Universitas Indonesia Library >> eBooks

Bad to good: achieving high quality and impact in your research

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20469493&lokasi=lokal

Abstrak

With the objective of reducing the high volume of bad practices in business research, this book offers propositions for improving theory construction and empirical testing of theory especially by business scholars. It does so by covering 24 common bad practices, explaining why they are bad and how to replace all of them with a good practice.