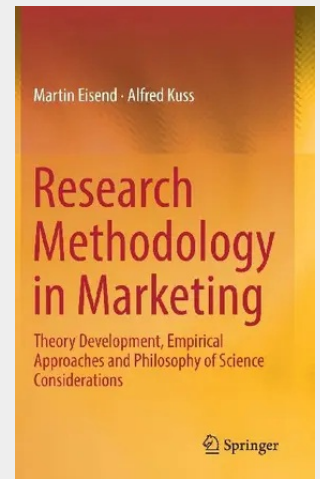


Research Methodology in Marketing

Theory Development, Empirical Approaches and Philosophy of Science Considerations

This textbook describes and explains the fundamentals of applying empirical methods for theory building and theory testing in marketing research. The authors explain the foundations in philosophy of science and the various methodological approaches to readers who are working empirically with the purpose of developing and testing theories in marketing. The primary target group of the book are graduate students and PhD students who are preparing their empirical research projects, e.g. for a master thesis or a dissertation.

1. Introduction.- 2. Nature and Relevance of Theories.- 3. Scientific Realism.- 4. Theory Building.- 5. Theory Testing.- 6. Data Collection: Operationalization, Measurement, and Sampling.- 7. Hypotheses and Models.- 8. Test of Causal Relationships.- 9. Generalization.- 10. Research Ethics.



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