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~~INTRODUCTION~~ *Data Collection in Research-meaning, types of data, primaty Vs secondary, survey Vs observation*

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Research methodologies are broadly classified into two main categories:

Quantitative research methods and

Qualitative research methods. Quantitative

research is one which is based on

quantitative terms and involves collection of numerical data, analyzing it and

drawing conclusions using numbers.

Qualitative research on other hand, is one

which is done using non-numerical and

unquantifiable elements like feelings,

emotion, sound etc. Aims and Objectives

of Research methodology

Aims and Objectives of Research

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Methodology - Commerce Mates

Presentation Title: Research Methodology In Commerce. Presentation Summary : Kothari, C.R., Research Methodology- Methods and Techniques, New Age International Publishers. Reference Books: Research in common parlance refers to a search. Date added: 01-04-2020

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RESEARCH METHODOLOGY IN COMMERCE - I Course Objectives

1. To understand Research and Research Process
2. To acquaint students with identifying problems for research and develop research strategies
3. To familiarize students with the techniques of data collection, analysis of data and interpretation

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E-Commerce can be defined as “conducting business transactions – generally financial transactions – via communications technology” (Morley and Parker, 2010, p.431) Laudon and Traver (2009) inform that internet boom in general, and e-commerce in particular that has started towards the end of the last century had transformed the various ...

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The methodology is to be documented in an appropriate format, be it a Word document or HTML pages.

Implementation of methodology The methodology will be implemented with a client. This phase includes the marketing of E-commerce strategy development services and the closing of the sale, followed by the actual implementation.

Revision of methodology

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The process of being able to buy and sell over the internet is known as electronic commerce. In the case of the food shopping online we have the business to the consumer (B2C) process. The 'global figure for online sales ...

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A research methodology is concerned with the systematic approach to solving a research problem by applying appropriate research methods. A clear research methodology is important for the

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consistency and accuracy of the outcome produced by the research methods.

Research methods are a small part of the whole research methodology process.

7 Key Differences between Research Method and Research ...

Web analytics can be defined as “the analysis of qualitative and quantitative data from your website and the competition, to drive a continual improvement of the online experience that your customers, and potential customers have, which translates into your desired outcomes” (Kaushik, 2009, p.5).

Web Analytics: Introduction - Research-Methodology

Research methods are all those methods and techniques that are used for the conduction of research. It refers to the methods the researchers use in performing

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research operations. It can be put under three groups – Methods concerned with the collection of data; Statistical techniques used for establishing a relationship between variables. Methods to evaluate the accuracy of the results. Research Methodology – is a way to systematically solve a research problem. It is a science of ...

Research Methodology - Introduction - Notes for Students

As it is indicated in the title, this chapter includes the research methodology of the dissertation. In more details, in this part the author outlines the research strategy, the research method ...

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“E-commerce, short for electronic commerce, is a business transaction that

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occurs over an electronic network such as the Internet” (Shelly and Vermaat, 2008, p.91). E-commerce has many forms and variations and online food and grocery retailing is one of them.

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RESEARCH METHODOLOGY

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Deductive approach tests the validity of assumptions (or theories/hypotheses) in hand, whereas inductive approach contributes to the emergence of new theories and generalizations. Abductive research, on the other hand, starts with 'surprising facts' or 'puzzles' and the research process is devoted their explanation.

Homepage - Research-Methodology

Research methodology is taught as a supporting subject in several ways in many academic disciplines such as health, education, psychology, social work, nursing, public health, library studies,...

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