Usually business research will be conducted to achieve a practical outcome, and that practical outcome will be best understood in a context. A theoretical context, for example industrial sociology, or economics, may help us to analyse a situation more effectively and critically. It may even help us to challenge or move that theory forward. It is no use knowing that generally there are economies of scale if your business has overstretched itself by investing in a larger factory and profit has reduced as a result. Most work in business organisations, in whatever sector or ownership, will require research activities.

**STEP 1: Research question & Research.**

**Research question.** What is the topic that interests you most? What is the issue that you want to know more about within this topic?

- A case study focuses on a single entity (e.g., a person, group or organization, event, action, or situation).
- A cross-case study, as the name suggests, is typically focused on cross-case variation and includes multiple cases. The more cases there are, the more is the level of abstraction.

Marketing research is the process of gathering, recording and analyzing of critical and relevant facts about any problem in any branch of human activity. Marketing Research indicates critical and searching study and investigation of a problem, a proposed course of action, a hypothesis or a theory. It is a systematic, objective and intensive search for and analysis of the data (facts and figures) relevant to the identification and solution of any problem in the field of marketing. A book for ‘project researchers’.

Social research is no longer restricted to a small elite of professionals and full-time researchers. It has become the concern of a far greater number of people who are faced with the prospect of undertaking small-scale research projects as part of an academic course or as part of their professional development.

In particular, those who need to conduct a small-scale piece of research as part of an academic qualification might be advised to make their choice of strategy mindful of the traditions of their own. Strategies for social research.

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