

RESEARCH METHODOLOGY FOR MANAGEMENT AND SOCIAL SCIENCES

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ABOUT THE BOOK

Without having gone through a book on research methodology, students embark on the journey of research without any idea as to what a research problem should be, talk less of how to develop such a problem into a researchable work through problem statement, research questions, research objectives, and hypotheses, for research works that are quantitative. Students also often confuse questionnaire items with research questions. The issues of variables and measurement are also often not properly understood thereby leading to the misapplication of methods of analyses where methods meant for the analysis of interval variables are misapplied to nominal variables. There is also the wrong assumption that every research must be quantitative. Students often do not know that they can employ qualitative methods in their research or even a combination of the two, otherwise known as mixed methods.

This book, *Research Methodology for the Social and Management Sciences: Quantitative and Qualitative Approaches*, has tried to clear some of these confusions, and many more in a language that is simple and clear to the average non-English person, with illustrations drawn from an African environment.

ABOUT THE AUTHOR

Nuhu Dogara Gado is a professor of strategic management, he has a B.Sc. and a Masters in Business Administration, both from Ahmadu Bello University, Zaria and a Ph.D. Management from the University of Jos. He has been teaching research methodology since 2006 both at the undergraduate and postgraduate levels. Nuhu is a seasoned scholar and academic who taught research methodology at Baze University, Nile University, and Bingham University. He is currently the Director of Academic Planning at Bingham University. The book was borne out of a passion for the students in exploring the science of mastery research. His first book was published in 2005 titled "Small Business Management in Nigeria". Nuhu is happily married with children.



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DEDICATION

To all my students at master's and Ph.D. levels who kept asking during lectures when all the ideas will be put into a book so that they can be have it.

FOREWORD

Research methodology is a kind of lingua franca for all disciplines. The research ranks amongst the most pressing endeavors within academic pursuits, in particular, and society. Prof. Nuhu Dogara Gado's *Research Methodology For the Social and Management Sciences* has interesting features with which to work a research engagement into a state of near notability. Specifically, the book offers simplistic but beneficial, knowledge on how to grapple with scientific research.

Generally, and perceptually, research is hard, but interesting, even for established scholars who engage in it regularly. However, engaging the right concepts and practices makes it a relatively easy ride. In this vein, Prof. Nuhu Dogara Gado's *Research Methodology for the Social and Management Sciences* avails scholars of different orientations and shades of the right recipes for studious scientific inquiry.

With the turn of every page of this book, I found myself reflecting on every line of the book regarding the general relevance of scientific investigations to human problems and progress. Prof. Nuhu Dogara Gado's submissions in this book help to isolate the extent to which one can improve the quality of one's research, basic or applied. From Chapter One to the book's last chapter, germane scientific research principles, and procedures are organically discussed.

Overall, I love the idea that Prof. Nuhu Dogara Gado has written a piece that many people can use - from beginners to experienced researchers and academics. How often does one get around a book

of this nature? I have a deep interest in the book and recommend it to relevant stakeholders.

Linus Osuagwu, PhD

Professor & Former Vice-Chancellor.