



最近の変化と今後の動向を探索する包括的なランドマーク・リファレンス

企業の社会的責任における研究方法の ハンドブック

Handbook of Research Methods in Corporate Social Responsibility

Edited by David Crowther

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企業の社会的責任は、ビジネスと社会の相互作用のほとんどの面に触れています。この分野の研究に取られたアプローチは、研究されているトピックと同じくらい多様です。これは、利用可能な全範囲の方法に対処する最初の本です。

本書の内容

Corporate social responsibility now touches upon most aspects of the interaction between business and society. The approaches taken to research in this area are as varied as the topics that are researched; yet this is the first book to address the whole range of methods available. The Handbook identifies the methods available, evaluates their use and discusses the circumstances in which they might be appropriate.

The design of a research project is an essential part of undertaking research, as is choosing appropriate methods for investigation and analysis. In addition, business and management research raises theoretical and practical problems that are not encountered in other fields. The chapters address this challenge over distinct parts. Part I on methodology planning is concerned with various aspects of planning the research project, including secondary data and ethics in the research process. Parts II and III outline quantitative and qualitative methods respectively, covering the vast majority of relevant approaches. Part IV provides forward-thinking guidance from experienced academics on the future directions of research in the area.

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