

. Strategies, Case Studies Edition, third edition, Sterman, eleventh edition, Business Dynamics: Systems. 4 Variety of qualitative research methods. Qualitative research relies heavily on observation, interviews, product analysis, and projective techniques. The use of both methods requires certain skills and qualifications from the researcher. The use of different methods, sometimes called "habitual" and "unusual", requires different conditions and training. With the help of observation, one can easily obtain information about the real behavior of people. This is the most inexpensive method, but it has a number of disadvantages.



Cooper, D. and Schindler, P. (2011) Business Research Methods. 11th edition, McGraw Hill, Boston. Cooper, Dieter & Schneider, Peter (eds.) (2010). Methods of applied research. 6th edition. McGraw Hill, Boston. Cooper, Dieter & Schneider, Peter (eds.) (2012). Research methods in management: management of organizational systems. 4th edition. McGraw Hill, Boston. Cooper, Dieter & Schneider, Peter (2012). Methods of applied research in management. 3rd edition, McGraw-Hill, Boston. Cooper, Dieter & Schneider, Peter (2015). Research Methods in Management: Managing Organizational Systems dd2bc28256

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