## **Lecturer’s Guide:**

## **Chapter 2 – Business research strategies**

### Reading guide

This chapter introduces the concept of research strategy and discusses the main strategic considerations that may be encountered in a business research project. Research strategy refers to the overall approach taken in a research project. This includes the philosophical assumptions that inform the research design, the choice of research questions, and the methods used in order to try to answer them.

It also explores epistemological issues (i.e. those pertaining to knowledge about the social world and whether a natural science approach is possible for exploring the social world), as well as the concept of ontology, and how both epistemology and ontology relate to research strategy and the suite of research options available.

In summary, this chapter explores:

* The role of theory in business research
* Philosophical assumptions about the nature of reality in business research
* Ontology in business research
* Epistemology in business research
* Philosophical assumptions informing the choice of business research methods
* Values and practical issues impacting business research

### Lecture outline

* 1. Chapter outline
  2. Introduction: The nature of business research
  3. Theory and research
  4. Philosophical assumptions in business research
  5. Ontological considerations
  6. Epistemological considerations
  7. Research paradigms
  8. Developing a research strategy: Quantitative or qualitative?
  9. Other considerations
  10. Key points
  11. Questions for review
  12. Reminder: Online resources

# Problem-spotting

1. Students need to understand the idea of social reality and the influence it has over the methods of investigation. They can often struggle to apply the theory to their own research.
2. The role of theory in the research site and selection of methodologies is often challenging for students. Providing examples of how different research questions influence different methodological considerations and decisions is helpful.
3. Students can sometimes fail to justify their methodological choices. It is worth stressing the value of referring to other studies studying similar phenomena with the same approach.

**Practical tips for lecturers**

1. It might be useful to bring a past project/s in for students to review, and to demonstrate how different research projects navigate the epistemological and ontological issues.
2. Using an existing project, it may be useful to ask students to review the research design mapped out in the research methodology and the impact that it had on the data collection and analysis of the project itself.