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## **Book Review**

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**Doing a Successful Research Project: Using Qualitative or Quantitative Methods**

**by: Martin Brett Davies and Nathan Hughes**

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**288pp**

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In *Doing a Successful Research Project: Using Qualitative or Quantitative Methods*, authors Martin Brett Davies and Nathan Hughes offer an accessible introduction to qualitative and quantitative methods, takes you through the entire research process from planning to write-up, includes extensive real-life examples of good and bad research practice. They present a previously unexamined account of the relationship between traditional research methods and the continuous modern successful research project-based learning process involved – taking diversified learning from the social world activities to the common market including workplace engagement. This book is an original primer on how successful philosopher learns to think strategically and successful magnetic researcher he or she can be.

With the help of this book, the importance of common traits of exceptional researcher engagement, his/her weakness, and myths that helps you to understand the concept in simplest way. It is written in a very simple manner that can be understood by all categories of readers. All the chapters are creating a magnetic brand that is very good effort to explore what a researcher should have in his or her knowledge to explore and experience the read-write branding and media publishing. Innovation and creativity plays an important role in researcher's personality and behaviour that can be understood with the help of all chapters. Special chapter highlights the importance of creating a magnetic interviewing process that yields results. The selecting for success helps to understand the sample and population from behaviour point of view. Common selection mistakes and rule of attraction helps readers to link the concept with real life situation. Writing your report chapter helps to link the researcher roles with their talent pool it helps to understand final work, journal and book publishing, researcher retention and future shock. All the chapters help in dealing with self-assessment, research morale, research ethics and research thinking. This is a book about soft landing, releasing researchers who are tethered to the organisation, market leadership, experience management and exception management.

It supports professionals, consultants, research scholars, academicians and students in research methods courses or conducting research by providing instructional content for every step of the research process. It also helps librarians and other related community to

teach information literacy, research skills, literature review, and writing. It provides trainers and faculty to teach research methods that find sample assignments and create supplemental reading lists to share with students and trainees. Promote research by providing crucial resources to help write up methodology for publication in the best research journals.

As far as the content of the text, the material presented is very systematic and scientific and interesting fashion as the graphic design. It seems as there was a lot of attempt by the authors to provide interesting, insightful, or useful material that would foster the reader's understanding of research methods. In general, the content of the text is well done. There are many examples as well as reasonable process flows to be used for creating and documenting research. List of references along with conclusion helps to identify various top points and their relative important in the organisations and researchers.

Full book is divided into four major parts namely 'Planning your research project', 'Quantitative research', 'Qualitative research' and 'The last lap'. Above four categories are further divided into 16 chapters. Part one 'Planning your research project' deals with so you are going to do a research project and let us make a start and preparing for a successful research project. Part two 'Quantitative research' section is very useful to the learner which gives complete idea about sampling both probability and non-probability along with the detail description of bias and experiments. It also addresses 20 quality questions for carrying out a successful survey, questionnaires, the art and science of survey interviewing, analysing your survey data, testing for statistical significance: into more complex territory and a quantitative researcher's briefing sheet. Part three 'Qualitative research' is more related with studying a small sample, qualitative research reviewing, there is more to qualitative research than interviewing, analysing qualitative data and a qualitative researcher's briefing sheet. Part four 'The last lap' is about writing your report. The book get ending with rich bibliography and indexing.

### *Strength of book*

- simplicity
- depthless
- clarity
- expertness/specialised
- easy to understand
- excellent guide
- practical advice
- well-organised
- transferable skills
- according to best business practice (BBP)
- quality (real life) of examples and illustrations
- overview of good and bad research practice

- creative checklist
- reader friendly.

### *Opportunity for researcher*

- helps in social work
- helps in social research
- helps in social welfare
- helps to solve social problems
- helps to formulate social plans and policies
- helps to learn self-discipline, self-respect along with research morale and ethics.

It helps in social thinking from traditional planning which describes the influence of traditional learning, culture, streamlines the roles of rationality, intuition, and identifies key attraction laws for learning to think strategically for being a successful research manager for any organisation and institution. It asserts that learning is the critical link to strategic thinking and research management. Project management is a conversion process that can transform thinking strategically into a sustainable competitive advantage and competitive intelligence for any successful research organisation and project. It is a book which emphasis on future of research.

The second edition of this no-nonsense textbook, containing further discussion of internet-based research methods, research ethics and more, provides students with the self-discipline and the confidence to conduct their own research projects, whatever discipline they are from, and also the understanding required to identify the advantages and disadvantages of different strategies.

This book emphasis on the value of human being, importance of social attraction, social relationship management (SRM), social learning, learning, learning agility, media planning, game of life, first impressions, social welfare, diversity, Skype, organisational clarity, magnetic researcher, Yahoo, YouTube, etc. have been highlighted in this book.

This interactive book highlights the importance of various project management concepts and strategies in managing researcher's talent in better way like role of social engagement, research engagement, project engagement along with the team management and experience management. It also emphasises on researcher intelligence, researcher responsibility, researcher education, researcher knowledge and researcher skills. Project research innovation culture, brand identity and messaging are an integral part of project and workplace engagement. Research strategy, social philosophy, web properties, reporting patterns, organisation's long-term and short-term agenda, media planning and market industry relationship are few important factors that are very essential when it comes to modern research management style. According to this book, new researchers are very much concerned with project management, social media, priority management, integrated communication, organisation orientations, cause marketing, corporate social responsibility, content management, work life balance, quality of life, emotional intelligence, continuous research, and investment in people, entertainment trends and in community service.

The book is organised in a very scientific and systematic manner with an understandable language which shows author's rich experience and knowledge in the field. Sequential presentation of contents, list of figures, list of tables, list of abbreviations, list of photographs, proper indexing and complete notes help readers for better understanding and future reading. It links the strategic thinking with continuous researcher communication, researcher knowledge management and researcher engagement art. It emphasis on change management, efficient and effective decision making along with the workplace diversity to support successful strategic project management by learning and doing in everyday living. It promote self-analysis and self-understanding too. It is a business and social guide book to deal with intuition and smooth thought process for powerful lateral thinking and learning. Attributes identification, law of attraction and analysis helps in personality development and strategic decision making as it deals with project management too. A comprehensive list of suggestions based on author's experience and learning may help to all stakeholders in efficient and effective strategic research project management.

This book talks about something for everyone. This book is a complete solution to learn strategic research management, it helps to learn with the help of experience and reasoning.it promotes critical analysis approach.it present systematic analysis and development of traditional project management. This book helps in self-actualisation as it promotes learning and brain storming for strategic research thinking. It has tips for individuals and organisations both.it is a comprehensive book to formulate implement and evaluate the research strategy from the engagement point of view.it gives opportunity to learn from various opportunities. It promote overall development of the system rather than development of a single unit.it helps in integration of the system and smooth coordination and cooperation of the limited resources.it promotes informal learning process requires for strategic research thinking process for efficient and effective research management.

Key attraction of the book:

- conversational writing style
- informative business and social guide book
- blueprint for human research strategy
- collection of best business practice
- real life case studies and examples.

This book presents a good example of research learning application.it shows fundamental elements of research learning for strategic project management.it gives more important to critical dialogue and inquiry. It also gives important to socialisation and engagement for better engagement and better attraction.it promote flexible strategic engagement thinking along with the informal work environment based on the in formal research learning process.

This book may give the following criteria to think for readers:

- continuous learning and self-analysis
- food for thought and career planning
- intellectual joy and reputation management

- mutual benefits and job analysis
- quality decision making and personality management
- reading satisfaction along with the workplace planning
- return on time and brainstorming
- return on investment and law of attraction
- self-actualisation and final write up planning
- strategic thinking and myths management
- value addition for talent pooling
- researcher and workplace engagement.

This is a good book based on the author's teaching and real-time experience. This book is based on the author's continuous learning, research and consultancy-based knowledge and information. This is a book about project management research strategy, workplace engagement practice, research thinking, research analysis and overall firm success which can be useful for following category of readers:

- chief R&D officers/aspiring R&D head
- entrepreneurs
- executives
- government leaders
- graduate and post graduate students
- leaders
- internal and external consultants
- policy makers
- professors
- research scholar
- senior line manager
- others.

Experiences of the authors are really a valuable source of information for all those who are new to the field and also for those who are already in the field. This is a book based on successful author's experience, knowledge, skills and expectations. Readers can learn a lot from this valuable book. It is a book based on continuous market demand and expectation from researchers. It may help in developing a bridge between traditional and modern research field. It may help to future researchers in efficient and effective decision-making process too. This book is a great platform for cultural transformation and learning transition process. It can serve as a guidebook for the next generation of the researchers and consultants.