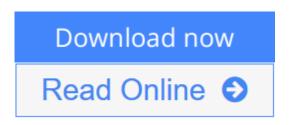# Designing and Managing a Research Project: A Business Student's Guide

By Michael J. Polonsky, David S. Waller

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This practical, step-by-step guide shows business students how to successfully conduct a research project, from choosing the topic to presenting the results. The book is divided into sections on preparing and planning the project, undertaking the research, and communicating the results. The authors have applied their many years of experience in supervising student projects to provide examples of actual research problems and to offer practical solutions. Unique to this book is the inclusion of chapters on topics such as supervision, group work and ethics, and both qualitative and quantitative data analysis.

This student-friendly guide will be ideal for supporting undergraduate research projects in business and management, as well as MBA assignments and other graduate classes in applied fields such as public administration and health care administration.

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Review
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About the Author

Michael Jay Polonsky (Ph.D) is an Alfred Deakin Professor and Chair in Marketing within the School of Management and Marketing at Deakin University, Melbourne, Australia. Prior to taking up this position, he was the Melbourne Airport Chair in Marketing within the School of Tourism, Hospitality and Marketing at Victoria University, and he has also taught at the University of Newcastle (Australia), Charles Sturt University (Australia), Massey University (New Zealand), the University of the Witwatersrand (South Africa), and Temple University (United States). He has a Ph.D from the Australian Catholic University, two master's degrees? from Rutgers University and Temple University?as well as a BS from Towson State University. Michael's areas of research include environmental marketing/management, stakeholder theory, ethical and social issues in marketing, cross-cultural studies, and marketing education. He has published extensively across these areas authoring or co-authoring over 140 journal articles and presented more than 140 presentations at national and international conferences.

David S. Waller (Ph.D) is a senior lecturer in marketing at the University of Technology Sydney, Australia. David was born and raised in Sydney and, after working in the banking and film industries, taught at a number of universities in Australia, including the University of Newcastle, the University of New South Wales, and Charles Sturt University, Riverina. David has a Bachelor of Arts from the University of Sydney, a Master of Commerce from the University of New South Wales, and a Ph.D from the University of Newcastle. His research interests include advertising agencies, agency– client relationships, controversial advertising, international advertising, and marketing education. David has published a wide range of journal articles, primarily relating to advertising and marketing communication, and is a regular presenter at academic conferences. He has also authored/co-authored a number of university-level textbooks and

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