



Research Methods in Health Care, Change Management and Tourism Management

By Kien-Pong Yap

GRIN Verlag Aug 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x3 mm. Neuware - Document from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, Wawasan Open University (Business Studies), course: MBA, language: English, abstract: This research methods report was written in response to a tutor marked assignment. Part A of the assignment deals with two case studies from the areas of health care (Magriet & Berndt 2011: 'The effect of changes in servicescape and service quality perceptions in a maternity unit') and change management (Hatum, Pettigrew & Michelini 2010: 'Building organizational capabilities to adapt under turmoil'), respectively. An overview of the studies' contents is given, and the research methods used are described and critically assessed. In Part B, the author presents his own proposal of a tourism-related research design which includes a theoretical framework, hypotheses and methodology. 24 pp. Englisch.



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