

عنوان مقاله:

(Application of qualitative research in management (why, when and how

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خلاصه مقاله:

Application of qualitative research in management (why, when and how) Qualitative research has been increasingly used in all sciences. In this paper we will discuss about the applications of qualitative research methods in management sciences. The differences between quantitative and qualitative researches will be clarified and the statistical methods which are suitable for such researches will be explored. Qualitative research has been increasingly used in all sciences. In this paper we will discuss about the applications of qualitative research methods in management sciences. The differences between quantitative and qualitative researches will be clarified and the .statistical methods which are suitable for such researches will be explored

کلمات کلیدی:

.Applications, management studies, qualitative, quantitative, statistical methods

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