

BRM (Biznesin tədqiqat metodologiyası)

1. The role of business research
2. Applied and basic business research
3. Qualitative research methods
4. Quantitative research methods
5. Scientific methods: inductive and deductive methods
6. Scientific methods: abstract and empirical level
7. General steps of a business research process
8. Information system
9. The characteristics of valuable information
10. Knowledge management
11. Decision support system
12. Global information system
13. Pull and push technology
14. The functions of business research
15. The human side of business research
16. The organizational issues in business research
17. Advantage of in-house research
18. Advantage of an outside agency
19. Organizational structure of business research
20. Research firms: small, mid-size, large
21. Sources of conflict between management and research
22. Reducing the conflict between management and research
23. Cross functional teams
24. Ethical issues in business research
25. Active research
26. Passive research
27. Experimental designs and descriptive research
28. Protection from harm
29. Rights and obligations of the researcher
30. The purpose of research is research
31. Misrepresentation of research
32. Confidentiality
33. Ethical behavior between buyer and seller
34. Advocacy research
35. Secondary data research in a digital age

36. Advantages of secondary data
37. Disadvantages of secondary data
38. Trend analysis
39. Estimating market potential
40. Forecasting sales
41. Data mining
42. Database marketing
43. Sources of secondary data
44. Internal and proprietary data
45. External data