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CHAPTER 3 RESEARCH METHODOLOGY 3.1 INTRODUCTION ...

grounded theory.5 Qualitative data sources include observation and participation observation (fieldwork), interviews and questionnaires, documents and texts, and the ... Journal of Financial Services Marketing, 12,1 (2006) and Saad A. Metawa, ... The researcher applied two methods of data collection techniques. This was done in

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and the evaluation of theory. Accordingly, the purpose of our article is twofold: (1) to show that the present testing methods have several limitations and can give misleading results and (2) to present a more comprehensive testing method which overcomes these problems. 39 Journal of Marketing Research Vol. XVIII (February 1981), 39-50

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Sciences, International Journal of Information Systems in the Service Sector, Journal of Operations Management, Production and Operations Management. He is also serving as an area editor for the journal Operations Management Research and as an associate editor for the International Journal of Strategic Decision Sciences and

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