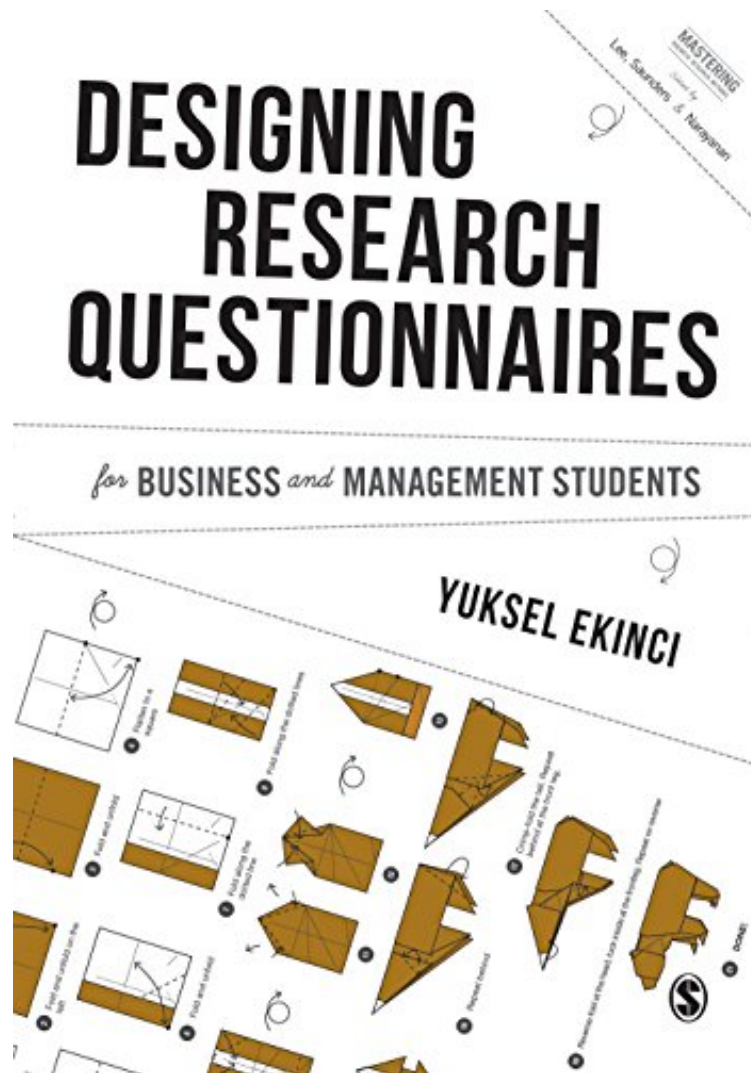


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# Designing Research Questionnaires for Business and Management Students (Mastering Business Research Methods)

Yuksel Ekinici

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Part of SAGE's Mastering Business Research Methods Series, conceived and edited by Bill Lee, Mark N. K. Saunders and V. K. Narayanan and designed to support researchers by providing in-depth and practical guidance on using a chosen method of data collection or analysis. In *Designing Research Questionnaires*, Yuksel Ekinici guides you through origins, types of questionnaire, basic components, types of questions and properties of measurement scales, how to design a questionnaire, sequence of questions, layout decisions and pilot testing, examples and strengths and limitations. Ideal for Business and Management students reading for a Master's degree, each book in the series may also serve as reference books for doctoral students and faculty members interested in the method. Watch the editors introduce the Mastering Business Research Methods series and tell you more about the first three books.

About the Author Yuksel Ekinici is Professor of Marketing in the Henley Business School at the University of Reading. He teaches courses in research methods and global marketing management. Yuksel is an active researcher. His principal areas of research have been the theory testing and scale development in the areas of service quality, consumer satisfaction and branding. He co-authored a book on scale development, authored book chapters and more than fifty peer reviewed journal articles some of which were appeared in the *Journal of Business Research*, the *European Journal of Marketing*, the *Journal of Marketing Management*, the *Service Industries Journal*, *Journal of Travel Research* and the *Annals of Tourism Research*. He supervised many MBA, MSc, PhD students to successful completion and examined doctoral theses in the UK and abroad. Yuksel serves as an editorial board member for several academic journals such as the *Journal of Retailing and Consumer Services* and *Journal of Travel Research*.