



# MACKENZIE PRESBYTERIAN UNIVERSITY

Centre for Applied and Social Science  
Graduate Program in Business Management



**Discipline:** Quantitative Research Methods for Business Administration

**Discipline code:** ENST10294

**Workload:** 48 hs

**Credits:** 04

**Syllabus:** Logic and process of the quantitative research and its major constituents. Construction of data collection instruments. Data collection techniques. Measurement of variables. Validity and reliability. Forms of relationship between variables. Multivariate quantitative data analysis.

**Assessment criteria:** Weekly exercises (60%); final report (40%).

## BIBLIOGRAPHY

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JARVIS, C.B.; MACKENZIE, S.B.; PODSAKOFF, P.M. A critical review of construct indicators and measurement model misspecification in Marketing and Consumer research. **Journal of Consumer Research**, v.30, n.2, p.199-218, set. 2003.

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SEKARAN, U.; BOUGIE, R. **Research methods for business:** a skill-building approach. 6th ed. Chichester, West Sussex: John Wiley, 2013. 423 p.

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CHIN, W.W.; NEWSTED, P.R. Structural Equation Modeling analysis with small samples using Partial Least Squares. In HOYLE, R.H. (Ed.) **Statistical Strategies for Small Sample Research**. Thousand Oaks, Sage Publications, 1999. Cap. 12, p.307-341.

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NETEMEYER, R.G; BEARDEN, W.O.; SHARMA, S. **Scaling Procedures:** issues and applications. Thousand Oaks: Sage Publications, 2003.

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