

CONTENT

Sr. No.	Chapter and Author	Page No.
1.	The Evolution of Mixed Methods Research: Integrating Qualitative and Quantitative <i>Dr. T.V.S. Padmaja</i>	1-10
2.	Systematic Reviews in Management Research: Methodologies and Applications <i>Dr. Uma Rajmohan</i>	11-21
3.	Big Data Analytics in Business Research: Challenges and Opportunities <i>Rama Krishna Mani Kanta Yalla</i>	22-33
4.	Advances in Experimental Design: Applications in Behavioral Research <i>Dr. Dhanusha. C</i>	34-44
5.	Case Study Methodology: Comprehensive Approaches and Examples <i>Mr. M. SAKTHIVEL</i>	45-56
6.	Action Research: Bridging Theory and Practice in Social Sciences <i>Dr. Prachi Marwaha</i>	57-68
7.	Action Research: Bridging the Gap Between Theory and Practice <i>Dr. Vinit A. Sinha, Prof. Amit J. Pimprikar</i>	69-79
8.	Data Analytics Platforms for Research in Finance <i>Dr. Anjali Bhute</i>	80-88

9.	Designing Effective Research Surveys: Methods and Challenges <i>Dr. Ashay Devidas Shende</i>	89-99
10.	Systematic Review Methodology: Steps and Best Practices <i>Dr. P. R Suresh</i>	100-111
11.	Content Analysis in Communication Research: Methods and Applications - A Review <i>Prof. P. S. Tayade, Prof. S. M. Inzalkar</i>	112-123
12.	Innovative Strategies and Applications in Case Study Methodology- A Review <i>Dr. Varsha Rokade</i>	124-136