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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 prob-blems. 39 Journal of Marketing Research Vol. XVIII (February 1981), 39-50

## Qualitative Research Methodology in Social Sciences and Related ...

Journal of Economic Development, Environment and People, Vol-7, Issue 01, 2018, pp. 23-48 1 Qualitative Research Methodology in Social Sciences and Related Subjects Haradhan Kumar Mohajan Premier University, Chittagong, Bangladesh Tel: +8801716397232 Email: haradhan1971@gmail.com Abstract This literature review

paper discusses the proper use of ...

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Social Theory (2005), the eleven-volume Blackwell Encyclopedia of Sociology (2007), and The Blackwell Companion to Globalization (2007), and he is the founding editor of the Journal of Consumer Culture. In 2010,

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CHAPTER 3 RESEARCH METHODOLOGY 3.1 INTRODUCTION 3.2 RESEARCH ...

Case of Australia", Journal of Financial Services Marketing, 12,1 (2006) and Saad A. Metawa, et al. "Banking Behaviour of Islamic Bank Customers: Perspectives and Implications", International Journal of Bank Marketing, 16,7 (1998). 9 Aukett R. and Ritchie J. and Mill K., "Gender differences in friendship patterns", Sex Role,18,1-2 (1988)

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