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Mark N.K. Saunders BA, MSc, PGCE, PhD, MCIPD, is Professor of Business Research Methods and Head of Research at Oxford Brookes University Business School. He is also a visiting professor at Newcastle Business School, University of Northumbria.

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### **Dr. Sue Greener - Fakultas Ekonomi dan Bisnis Universitas Sebelas Maret**

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G. RAJASEKHAR, ASSOCIATE PROFESSOR, DEPTT OF MBA/CREC. people, or events. The major purpose of descriptive research is description of the state of affairs as it exists at present 5. Explanatory research: Explanatory research goes beyond description and attempts to explain the reasons for the phenomenon that the descriptive research only observed.

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