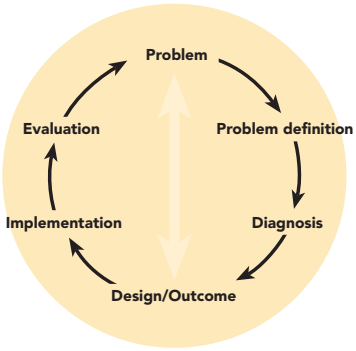
Prescriptive orientation		Descriptive orientation
'Empirical'		'Theorizing'
Quantitative research		Qualitative research
'Positivist'		'Subjectivist'
Generalisation		Individual case
Explaining		Understanding
Deductive: theory testing		Inductive: (grounded) theory building
Hypothesis testing and replication		Hypothesis building and inspiration
Conclusive		Explorative
Survey, statistical analysis		Observation, case study
Large number of observations, few variables		Small number of observations, many variables
Applied, action and policy research		Conceptual and pure research



Integrative orientation

Intersubjectivity

Triangulation

Defining dependent/independent variables

Table A.7 Explorative – conclusive research

When to use exploratory research...	When to use conclusive research...
☐ To obtain background information when you know nothing about a research area	☐ To define relevant groups, for example customers
☐ To define a problem more specifically to use for further (conclusive) research	☐ To estimate how many people show a certain behaviour
☐ To explore the field of new products or services	☐ To count the frequency of particular events
☐ To clarify behavioural patterns, opinions, etc.	☐ To measure changes over time
☐ To understand behaviours and attitudes in order to analyze quantitative data analysis	☐ To come to predictions
☐ To explore topics that are not articulated easily by individuals	
☐ To discover unknown relationships between variables	

Source: based on Malhotra and Birks, 2003