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 approach According to
 Saunders (2009,
 124-129), there are two

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 methods. In order to
 choose a suitable
 approach, the author
 needs to understand the
 nature as well as the
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FIGURE 1. Research methodology Research approach According to Saunders (2009, 124-129), there are two common types of research reasoning: deductive and inductive methods. In order to

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