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Bad to Good: Achieving High Quality Impact in Your Research covers 24 common bad practices in theory construction and empirical testing and provides readers with the tools to turn these into good practices.

For decades, scholars have bemoaned the low relevancy and impact of most research in the leading journals in business, management, and marketing. The majority of the research that gets published, perhaps 70% of it, hardly has any measurable scholarly impact in terms of citations. Rather than low relevancy, this book speculates that the deeper issue is the pervasive use of bad research practices appearing in most articles in almost all ranked journals in the sub-disciplines of business