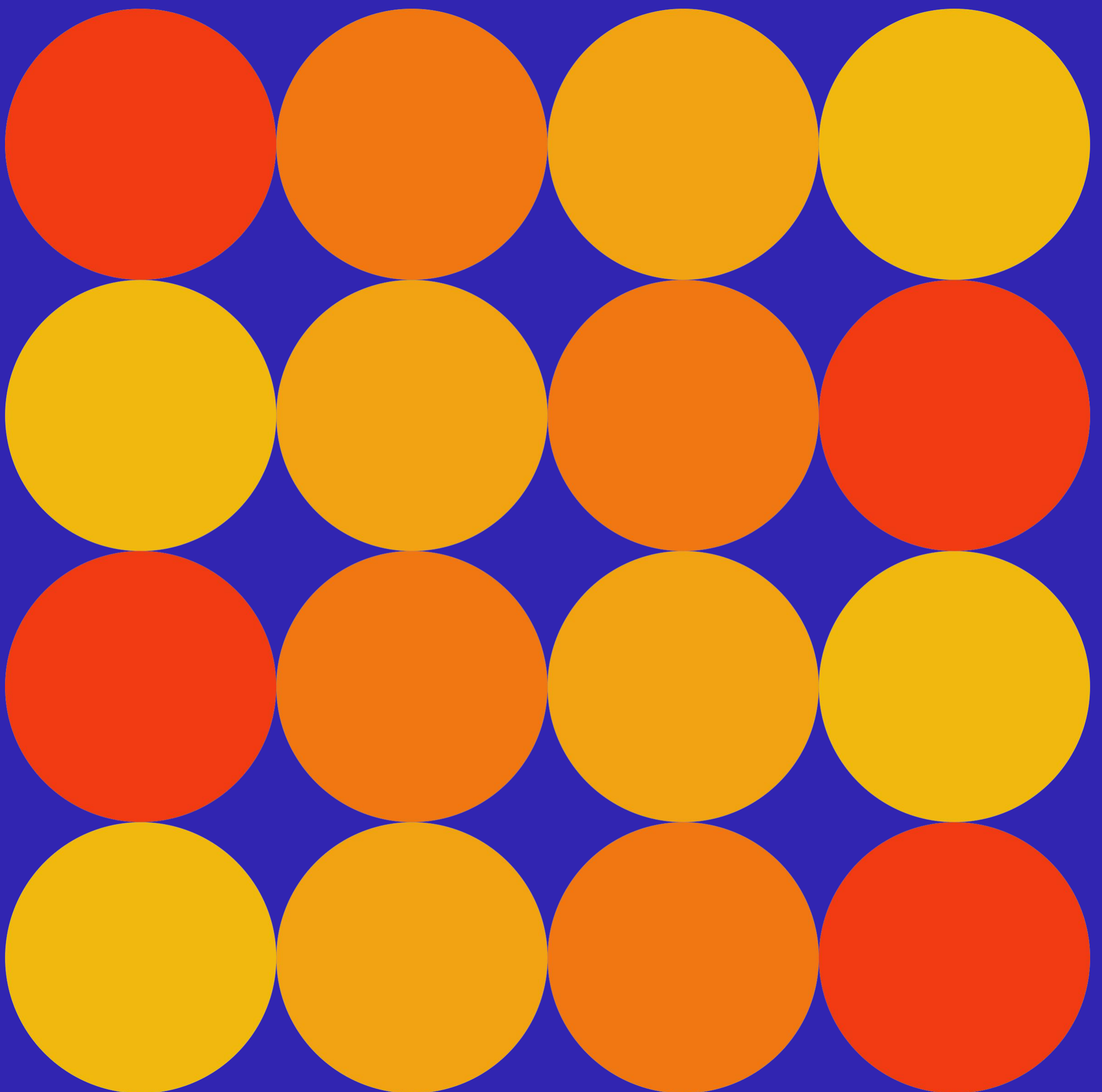


# Action Research in Management

Teo Poh Chuin  
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## **PREFACE**

Action research has been receiving increasing attention from both the academic researchers and industry practitioners. Action research involves practical and diverse solution's processes in organizations, whereby it enables internal stakeholders in every job to investigate, evaluate and improve their work processes and performance. Therefore, action research has been regarded as a popular tool and mechanism in solving organizational problems and improving its business processes and outcomes. This book presents action research cases that focus on multiple disciplines and functions in various industries, which will provide beneficial insights to readers on integration of theoretical and practical applications of action research in solving business problems.

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