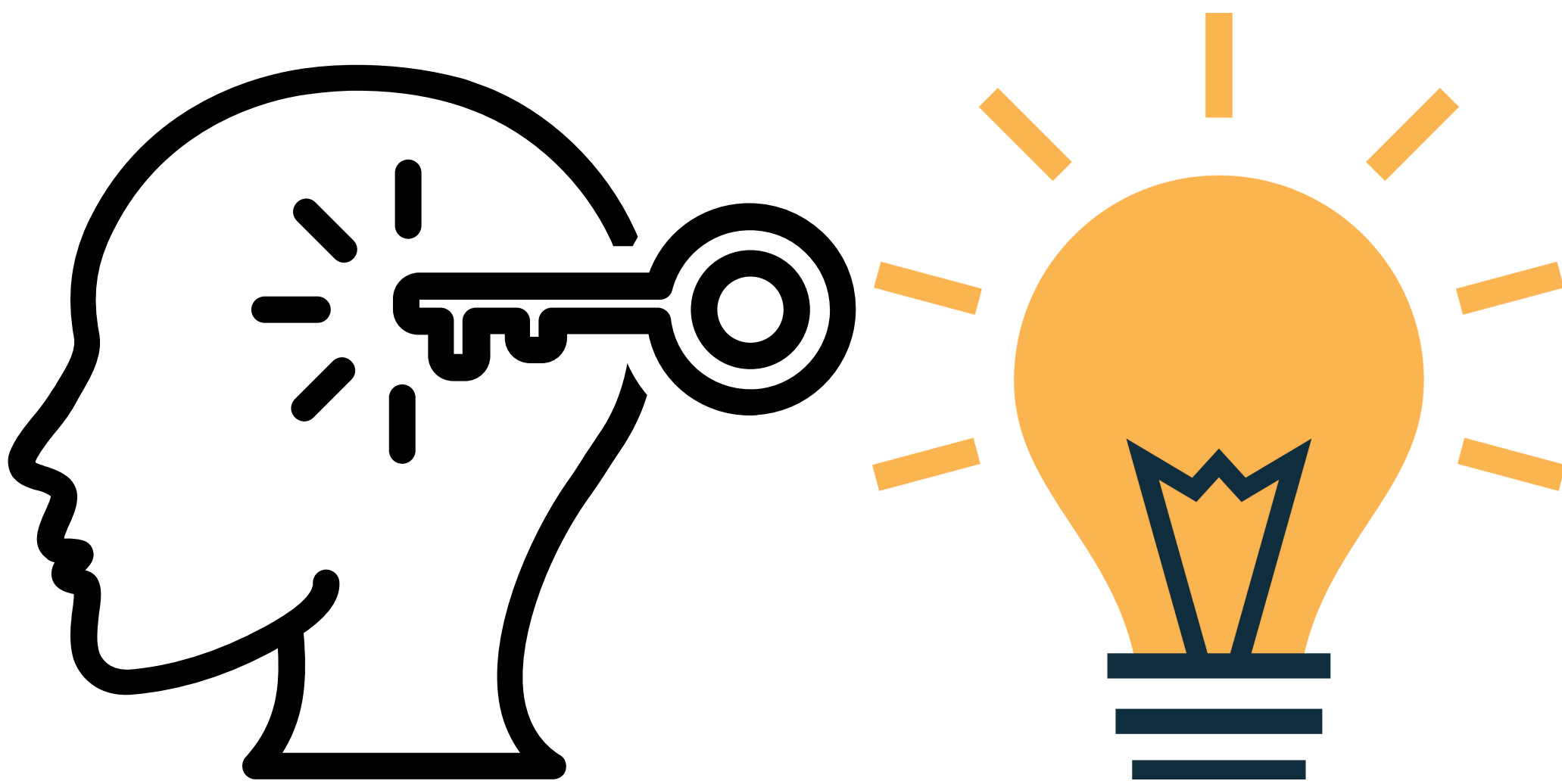




# **ACTION RESEARCH GUIDE BOOK**

*Trusted companion in your action research journey*

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# Preface

In today's dynamic world, the ability to generate knowledge that is both actionable and reflective is increasingly essential. Whether in business, education, healthcare, or public policy, professionals are called upon not just to observe and report, but to intervene thoughtfully and improve practice. It is in this space that action research finds its powerful relevance, bridging the gap between theory and practice through a continuous cycle of inquiry, reflection, and action. The Action Research Guide Book is designed to support students, educators, practitioners, and early-career researchers in developing a systematic, rigorous, and contextually grounded understanding of action research. Grounded in principles of participatory inquiry and reflective practice, this guidebook walks readers through each phase of the action research process—from identifying and diagnosing a problem, conducting a critical literature review, designing an intervention, to analyzing data and evaluating impact. Each chapter is crafted to be accessible and practical, integrating established analytical models such as PESTLE, SWOT, and McKinsey's 7S, alongside robust research methods drawn from both qualitative and quantitative paradigms. The inclusion of figures, tables, templates, and real-world examples is intended to demystify complex concepts and enable hands-on engagement with the research process. This book also recognizes that action research is not a one-size-fits-all endeavor. It embraces the diverse forms and contexts in which action research is applied, from small-scale organizational improvements to broader community-based inquiries. Emphasis is placed on critical reflection, ethical engagement, and evidence-based decision-making, key to meaningful and sustainable transformation. We hope this guidebook becomes a trusted companion in your action research journey. May it inspire inquiry, spark innovation, and empower you to take confident steps toward positive change.

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## ABBREVIATION

- APA - American Psychological Association
- B40 - Bottom 40%
- BCG - Boston Consulting Group
- $H_0$  - Null Hypothesis
- $H_1$  - Alternate Hypothesis
- IoT - Internet of Things
- LR - Literature Review
- PAR - Participatory Action Research
- PII - Personal Identifiable Information
- SERQUAL - Service Quality
- SMART - Specific, Measurable, Achievable, Relevant, Time-based
- SPSS - Statistical Package for Social Sciences
- SWOT - Strengths, Weaknesses, Opportunities, Threats
- SWOT - Strengths, Weaknesses, Opportunities, Threats
- TPS - Toyota Production System
- WHO - World Health Organization
- WTO - World Trade Organization

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