BBS 4th Year Business Research Methods Notes

Chapter 1: Introduction

Introduction

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Meaning & Definition

Research refers to the process of systematic enquiry or investigⁿ into a specific problem or issue that leads to new or improved knowledge for solving the problem.

Re = again & Search = finding new.

Research denotes to the work of searching again ~~based on~~ through detailed, scientific & structural study which helps to develop theories, improv. in existing theories & solving existing problems.

Nature / Features of Research

→ Objective: answer " qn, proper hypothesis formulⁿ.
→ Control: able to control all variables, req. randomizⁿ at all stage.
→ Generalizability: achieve same results by applying same methodology,
→ Free from personal biases: must based on objectivity & not on subjectivity methodology should be used & not researchers own perception.
→ Systematic: follows various well planned steps; helps to bring uniformity in research work & report writing.
→ Reproducible: popⁿ characteris. same: same methodology = same result.
→ Directed towards solⁿ of problem: problem identificⁿ & investigⁿ, probab. solⁿ
→ Logical: collect Informⁿ; interpret result; proves result using logics.
→ Replicable: conducting research using same methodology is replicability.

Types of Research:

→ Basic or Fundamental Research

research conducted for development of theories; to generate more knowledge & understanding of the issue. Professors, academia & students do this research to get more knowledge. Aim is not to apply findings to solve an immediate problem but to understand more about issues.

characteristics of basic research :-

a) Develops fundamental principles,
b) Applicability in many areas
c) Find major factors of practical problems
d) Helps to understand problems in depth
e) Develops various altv. soln ~~for~~ of diff. problems.

→ Applied or Action Research

to find out soln for an immediate problem faced by org is applied research. Aim is to find out soln for some practical problems. This " provides answer of problems raised on policy, programs, projects & procedures. Conducted when required. Concerned with actual life.

Characteristics / features :-

a) related with solving real life problems.
b) conclusion can be implemented immediately.
c) Helps to prove concepts.
d) " " formulate new policies improving previous procedure & practices.

Diff. betⁿ Basic & Applied Research

Basis	Basic Research	Applied Research
Objectives	develop theory & enhance existing knowledge.	find solⁿ of immediate problems.
Focus	Researchers takes research in those issues where he/she has interest.	conduct research focusing on problems.
Timelimit	No limit.	Fixed time.
Generalizⁿ	can be generalized in all similar nature of org.	Not possible & necessary. Is particular.
Practical	Principles from this research can't be implemented immediately in practice.	can be implemented immediately.
Analysis	Based on technical analysis.	Individual & situation analysis.
Assumption	Variables used are constant.	Variables, to some extent, are dynamic.

Scientific Research:-

Systematic, controlled, empirical & critical investigⁿ of hypothetical propositions about presumed relⁿ among natural phenomena is called scientific research. Conducted for solving problems. Analyzes all dimensions of problem, find out real causes of problems, collects & interprets data & find out solⁿ of problems. It remains always purposive & comprehensive.

Features:-

(a) Rigorous: carefulness & degree of exactness in research investigⁿ, large sample, no. of tests so result will be correct & conclusive.

(b) Purposive:- should start with defined aim. Purpose of research determines the process of sample selection, data collection & it's intrepretation.

(c) Replicability:- same result; same methodology. if observⁿ are not repeatable, then our findings are considered unreliable.

(d) Objective:- should enable us to classify facts accurately & carefully without bias. Result based on "result from act data.

(e) Testability:- Relⁿship are tested using various statistical & mathematical tools. (Relⁿship betⁿ variables.)

(f) Precision:- It represents °of exactness of results. SR is based on evidence & objectivity.

(g) Operational definitions: variables to be defined in such a way that they can be measured. This eliminates confusion & in meaning & communicⁿ. like "anxiety causes mistake", Then there might be confusion about". So, a researcher should define anxiety stating measuring factors for anxiety.

(h) Generalizability:- applicability in other many areas.

Scientific Research Process:-

(A) Realizing a problem

First of all, all researcher should feel problem. Researcher should realize & be coorried with such problem. Realizn can be made through feeling, study, experience & observn.

(B) Problems identifin

After realizing problem, researcher should try to find out causes of problems & actual o". They can find causes through collecn of informn & situation analysis.

(C) Review of literature:

It is the study of previous research & docs. Researchers should find out the study gap from the review of literature. It helps to define problem & find out methods which are suitable to study over research problem & issues.

(D) Hypothesis formuln

It is estimated on the basis of past studies. Researchers find out the problems & related factors of problem through literature review. On the basis of facts found from LR, researcher formulates hypothesis. Helps to determine the methods to be used & data to be collected.

(E) Research Design

It is a framework of research. Research works are completed based on research design. It helps to collect evidence in short period & less cost. It depends on research objectives. Researchers should find out app. research design based on research problem.

(F) Collection of data,
Inform" " on the basis of research problem & objectives is referred as

(G) Data - Anaysis.
Researcher collect & classifies data on basis of nature & features. Such data are analyzed using mathematical, statistical, financial & acc. tools. Mostly statistical tools are used. Use of statistical tools depends on the research objective, research design & nature of data.

(H) Interpretation & generaliz"
certain conclusions can be drawn in rel" to hypothesis after data analysis. Conclusions are considered as theories. Such conclusions are applied in all the similar org. which are regarded as generaliz".

Approaches to Research

(A) Quantitative Research
Research conducted on the basis of quantity. This considers to the measurable facts & finds out the result analyzing those facts using statistical or mathematical tools. Uses mean, median, mode, st. devia", correl", regress" etc. Conducted to know how & why thing happens in the org. Quantitative data may be obtained from secondary source or from the participants responses that are coded, categorized & converted into no. so that these data can be used for further analysis.

(B) Qualitative Research

Research concerned with qualitative phenomena. The main aim is to get depth knowledge & explain the issue or subject rather than finding soln. It explains the issues & makes easier to understand the issue to the general people. Survey, Interviews types of tools are used. It is conducted to understand response of the people. Following statistical tools may be used:

→ Content analysis → Discourse analysis
→ Comparative " → Grounded theory etc.

Diff. betn Quantitative & Qualitative Research

Basis	Qualitative	Quantitative
Focus	Understand & analyze the issue	Explain & predict over any time.
Purpose	Indepth analysis, develop theory	Explain & predict, develop theory.
Sample size	small	large
Researcher involvement	Yes.	less.
Data collection	through unstructured questionnaires.	through structured questionnaire.
Data analysis	based on est. theory.	Using statistical tools.

Paradigms Shift of Research

A " is a broad view of stg. It is the patterns of beliefs & practices that regulate inquiry within a discipline by providing frames & process through which investigⁿ is accomplished.

Major Paradigms of Research

1) Positivism

It is the research philosophy that is adopted from natural sciences. Basic principles are:-

→ The social world exists externally & is viewed objectively,
→ Research is value free,
→ The " is independent & taking role of an objective analyst

According to positivism, knowledge develops by investigating the social reality through observing the facts. This view has imp. implicⁿ for relⁿship betⁿ theory & obsernⁿ as well as for how research is conducted.

Assumptions:-

→ unity of scientific method,
→ casual relationship,
→ Empiricism,
→ Science & its process is value free.
→ Foundⁿ of science is based on logic & math.

2) Interpritivism

It holds the view that social world cannot be understood by applying research principles adopted from the natural sciences & proposes that social science requires a diff. research philosophy. Principles are:-

→ Meaning of social world is given by people subjectively
→ Researcher is part of what is observed,
→ " is driven by interest.

It argues that simple fundamental laws are insuff. to understand the whole complexity of social phenomena. They claim that an objective observn of social world is impossible as social world has a meaning for human beings & is constructed by intentional behaviors & actions.

assumptions:-

→ Social world is observed by seeing what meanings people give to it & interpreting these meanings from their viewpoints.
→ Social phenomena can only be understood by looking totality

Diff betn Positivism & Interpritivism

Positivism	Interpritivism
→ Knowledge develops by investigating the social reality through observing the facts.	→ Social world cannot be understood by applying research principles
→ Social world exist externally & is viewed objectively.	→ Social world is viewed subjectively
→ Research is value free.	→ Research is driven by interest

MGMT. Research

Research explains unknown facts, applicⁿ of theory. Mgmt. research refers to the act of study of various dimensions of org. problems & finding out the managerial tools & techniques so that problem can be solved with the use of such ideas. It is tailored to specific mgt needs. It is a subject of study to understand the structure & func. of mgt. & the practice of decision making.

Nature of Mgt. Research

1) Transdisciplinary

Must consider varied nature of informⁿ & data from large area of subjects like: strategy, structure, environment etc.

2) Commercial advantages

particular problem of org. solve गर्न गरिने research. Focuses on commercial adv. of business org.

3) Practical

यो research बाट आउने result org. को issue मा respond गर्नुपर्ने; i.e. practically applicable.

4) Double hurdle

It has a problem of theory & practice. Knowledge creation is made by academia & research is governed by the world of practice. There is always hurdle of balancing them.

Value of 'of Mgt. Research in Business DecisionMaking:
Research provides supports in the following dimensions of decision making:

1) Identify problems
Research ले problem identify गर्न help गर्छ। It as scanning activity research लाई लिइन्छ, र org. मा के हुँदै छ, भविष्य मा के हुन सक्छ भन्ने पत्ता लगाउन सजिलो हुन्छ। environment scan & problem identification.

2) Diagnosing & assessing problems & opportunities
situat° लाई clear गर्न problem लाई diagnose र assess गर्ने. Manage to gain insight about the factors causing the situation. If problem exist, specify cause & problems. If an opportunity is found then, need to explore, clarify & refine the nature of the opportunity. If Multiple opportunities then; set the priorities.

3) Selecting course of action
Research is conducted to obtain specific inform° that will aid in evaluating alty. & in selecting best course of action. It is done by using various performance criteria like: cost factors, market potentials, sales etc.

4) Implementing a course of action
Proper implement° of " " " . A manager can do research to find tactics to implement course of action & can plan various subsidiary plan to implement course of action.

5) Evaluating course of action

after implement^{n}, course of actions are evaluated against the st. set. After execution of course of action, research serves as a tool to inform mangers whether planned activities are properly executed & achieved the result as expected.

Applying Scientific Thinking in Mgt Problems.

Scientific thinking refers to the goal focused problem solving & step-by-step logical, organized & rigorous method that helps to identify problems, gather data, analyse the data & draw conclusions. Research where scientific thinking is used, can give accurate results.

Social science is dynamic. People behaviour differs as per situat^{n} & social problems are not similar. Every social problems & events cannot be proved through research. So it is very hard to use scientific method in social science research. Development new tool has enable to use it in " " ".

Difficulties in applying scientific methods to social science research:

→ Complexity of subject matter: social science has unlld uncontrollable factors. People behavior differs with pace of time & change.

→ Difficult to obtain accurate measurement: difficult to measure exactly the social phenomena. In some cases, it is essential to predict the situat^{n} based on people behavior i.e. feeling, perception, attitude etc.

→ Misconceived impression of society: Due to diff. in feelings, people do not give right opinion.

→ Subjectivity of social events: Impact of social events relates to other subjects too. Thus, scientific method cannot be used in social science research.

→ Emotional tendencies: Opinion provided at the general situat° diff. & after any event differs. Thus, behavior & method of doing work of a person depends on the emotional tendencies.

→ Vested interest of researcher's: social researcher's conduct research with vested interest. They use diff. research method to draw intended but scientific method draws always objective results.

→ Qualitativeness of social events: social subjects or issues are alway interrelated & such interrel°ship can be explained subjectively ~~be~~ but they cannot be measured & explained in quantitative term.

→ lack of universality of social events: Similar social events are not perceived in the similar manner. People understand the events differently as per context.

Ethical Concern in Research.

Ethics refers to those assumptions based on which a person decide anything as right or wrong. The behaviour presented by the researcher & considering the rights of the affected party while undertaking research work is known as ethical issues.
If the behaviour presented by researcher is out of values & norms of research is considered an unethical behaviour. This puts pressure on respondents. So, research should consider to ethical issues.
A researcher should do following works:

→ Not putting pressure to participants for getting information
→ Not deception of participants - Researcher to give accurate inform to respondent.
→ Not fabricating the data: Researcher not to modify the facts & figures
→ Not presenting dishonesty:
→ No manipulation: Researcher to explain research design without prejudice. Conclusions drawn from the research should be presented as it is in the report.
→ No illegal work: Researcher should follow all the related rules & regulations of the gov. & even rules of the concerned org.
→ No discrimination

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