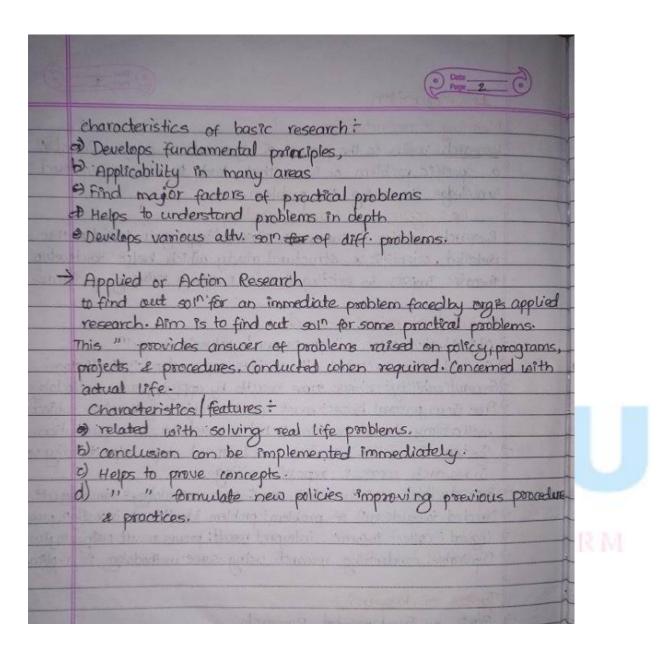
BBS 4th Year Business Research Methods Notes

Chapter 1: Introduction



PERSONAL LEARNING PLATFORM

(D) 0.000 1 (C) Introduction Meaning a 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. & Search = finding new Research denotes to the work of searching again based on through detailed, scientific & structural study which helps to develop theories, Proposer in existing theories a solving existing problems. Nature Features of Resporch - Objective: answer " an, proper hypothesis formul? Tentrol - able to control all variables, required randomizant all stage. Generalizability: achieve same results by applying same methodology, Free from personal biases: must based on objectivity it not on subjectivity methodology should be used it not researchers own perception. - Systematic + follow various well planned steps; helps to bring uniformit in research work & report writing. > Reproducible: popr characteris. same-same methodology = same result Directed towards sol of problem problem identific & investign, probabism ? logical: collect inform": interpret result; proves result using logics. ? Replicable: conducting research using some methodology is replicability Types of Research : 3 Basic or Fundamental Research research conducted for development of theories; to generate more knowledge & understanding of the issue. Professors, accodemia & 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.



		Date 2
	Diff beth Basic & Applied	Research
200	Basic Research	0-1:40
bjerhles		find son of immediate problems.
191.00	dong to the book I wish	they be a second
neus	Researchers takes research in those issues where he she has interest	problems.
Time limit	No Unit	Fixed time.
mealiz ⁿ	can be generalized in all similar nature of org.	Not possible & necessary. Is parti-
Proctical	Principles from this research carithe implemented immediately in practice.	can be implemented immediately.
Arolysis	Based on technical analysis:	Individual & situation analysis.
ssumption	Variables used are constant	Variables, to some extent, are dynamic
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	marine against advisors Table of	Carried Sales
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Scientific Research :

Systematic, controlled, empirical & critical mustign of hypothetical propositions about prescured rein among natural phenomenar 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.

Envestign, large sample, no of tests so result will be correct of conclusive.

B Purposive: should start with defined aim. Purpose of research determines the process of sample selection, data collection a it's intrepretation.

Replicability: same result: same methodology if observa are not repeatable, then our findings are considered unreliable.

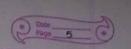
a) Objective: should enable us to classify facts accurately a carefully without bias. Result based on " result from act dat a.

Testability: Remship are tested using various statistical & mathematical tools (Remship both variables.)

precision: it represents of exactness of results SR is based on evidence & objectivity.

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

(B) Generalizability: applicability in other many areas



Scientific Research Process:

A Realizing a problem

should realize & be coorried with such problem. Realize can be made through feeling, study, experience & observe.

B Arablems identifica

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

@ 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.

O Hypothesis formula

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

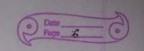
based on research design. It helps to collect evidence in

short period & less cost. It depends on research objectives.

short period & less cost. It depends on research objectives.

Researchers should find out app research design based on

research problem.



Collection of data,

Iform " on the basic of research problem & objectives. is referred as

6) Data - Anaysis.

Researcher collect & classifies data on basis of nature a 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.

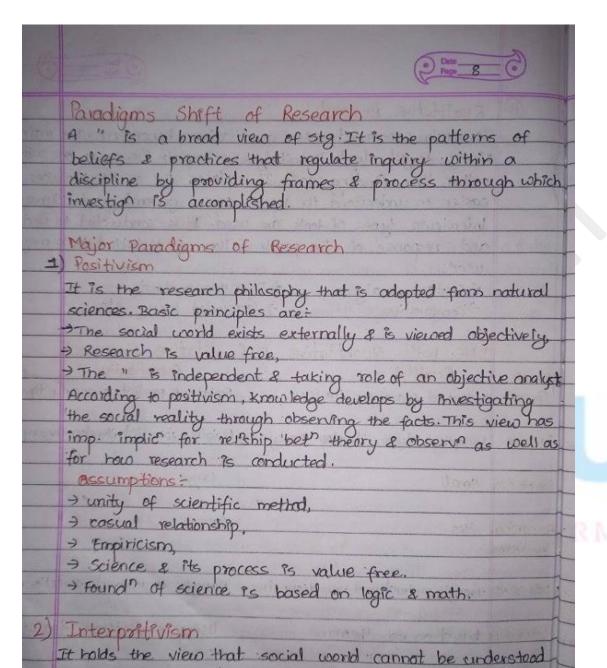
1 Interpretation & generaliza

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 generalizn.

A Ruantitative 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 is made, st devian, correin, regressing etc. Conducted to know how & why thing happens in the org. Quantitative data may be obtained from secondary source or from the iparticipants responses that are raded, categorized & converted into no. so that these data can be used for further analysis.

Bosis	Research concerned with qualitative phenomena. The main aim is to get depth knowledge a explain the issue or subject rather than finding sol? It explains the issues it 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.		
ficus	Orderstand & analyze the issue		
Airpose	Indepth analysis, develop theory	Explain & predict, develop theory.	
lample size	Small	large	
hearthey halvemen	Yes.	.1ess ·	
John collecti	through unstructured questionnaires.	through structured questionnaire.	
tegralys	based on est theory.	Using statistical tools.	
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by applying research principles adopted from the natural sciences of proposes that social science requires a diff.

research philosophy. Principles are:



MGMT. Research

Research explains unknown facts, applich 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 inform a data from large area of subjects like: strategy, structure, environment etc.

2) Commercial advantages

particular problem of org. solve Jist Jist research. Focuse on commercial adv. of business org.

3) Practical

हो research बाह आउते result org. को issue मा respond राजियह ।

4) Double hurdle

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

Obto 11 O

Value of of Mgt Research in Business Decision Making: Research provides supports in the following dimensions of decision making:

Dentify problems

Research of problem identify Jift help Jife 1 @ as scanning activity research onts forsone, J org. 的 刊 多 第 元 表示 2 21日 在日 在日本 在日本 中的一个 1000年 100

identification.

Diagnosing & assessing problems & apportunities situated on clear the problem on diagnose & assess the Marage to gain insight about the unfactors causing the situation. If problem exist, item specify cause & problems. If an apportunity is found then, need to explore, clarify & refine the nature of the apportunity Multiple apportunities then; set the priorities.

Research is conducted to obtain sperific 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.

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.



Evaluating course of action

com after implement, course of actions are evaluated orgainst the st. set. After execution of course of action, research serves as a tool to inform mangers whether planned activities are properly executed a activities are properly executed a activities are properly executed a

Applying Scientific Thinking in Mgt Problems.

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

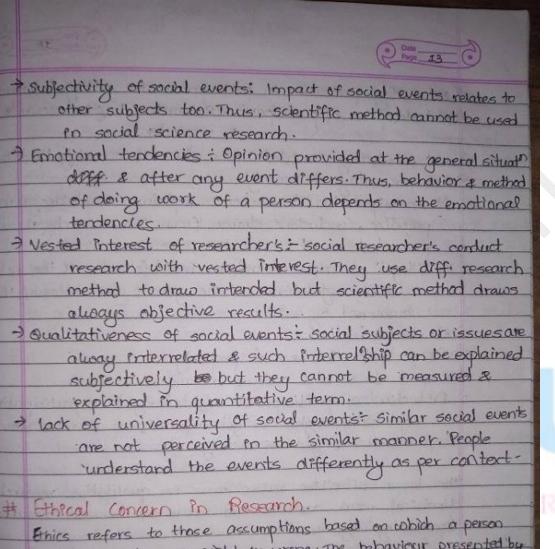
Social science is dynamic. People behaviour differs as per situat a social problems are not similar: Every social problems are not similar: Every social problems a events cannot be proved through research. So it is very hard to use scientific method in social science research. Development new tool has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

Difficulties in applying scientific methods to social science records

complexity of subject matter. Social science has "unltd uncontrolled foctors reopte behavior differs with pace of time & change.

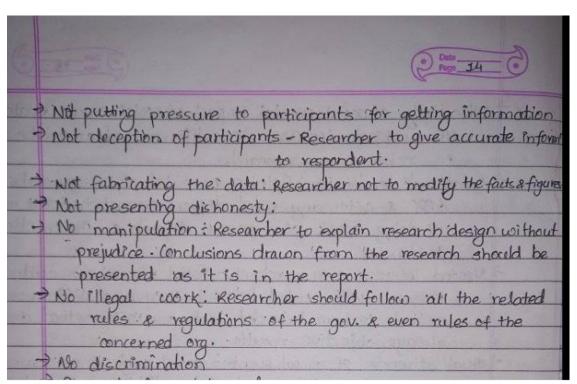
Difficult to obtain accurate measurement difficult to measure exactly the social phenomena. In some cases, it is essential to predict the situat based on people behavior feeling perception, attitude etc.

Misconceived impression of society: One to diff in feelings, people do not give opinight opinion.



Ethics refers to those assumptions based on which a person decide on 4thing as night or wrong. The behaviour presented by the researcher & considering the rights of the affected partywhile 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

A researcher should do following works:



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