

Business Research Methods and Project work

SECTION - A, UNIT - I

MEANING

Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods.

SCOPE

The scope of the study refers to the boundaries within which your research project will be performed.

PURPOSE

There are three main purpose of research:

1) EXPLORATORY:- It is the first research to be conducted around a problem that has not yet been clearly defined.

2) DESCRIPTIVE:- It expands knowledge of research problem or phenomenon by describing it according to its population.

3) EXPLANATORY:- It referred to as casual research, is conduct to determine how variables interact.

CHARACTERISTICS:

There are 8 Core characteristics:

- 1) Empirical
- 2) Logical
- 3) Cyclic
- 4) Controlled
- 5) Hypothesis based
- 6) Analytical
- 7) Objective
- 8) Statistical treatment

EXPLORATION / Exploratory Research

Researchers conducting exploratory research are typically at the early stages of examining their topics.

DESCRIPTIVE RESEARCH

Descriptive research would be an appropriate strategy. A descriptive may, for example, aim to describe a pattern.

EXPLANATORY RESEARCH

It is third type of research, seeks to answer "why" questions. In this case the researcher is trying to identify the causes and effects of whatever phenomenon is being studied.

UNIT OF Analysis

It is one of the most important ideas in a research project. It is the major entity that you are analysing in your study.

i) Individuals:- If you are comparing the children in two classrooms on achievement test scores, the unit is the individuals because you have a score for each child.

ii) GROUPS:- If you are comparing the two classes on classroom climate, your unit is the group, because you only have a classroom climate score for the class as a whole.

DATA SERIES IN RESEARCH

Data series is data that is collected at different points of time. This is opposed to cross sectional data.

The data is considered in three types:-

- i) Time series data
- ii) Cross-sectional data
- iii) data of one or more variables.

CONCEPTION

It is the first step in the measurement process is to define the concepts we are studying.

Researchers generate concepts by generalizing from particular facts.

Examples of concepts include common demographic measures, income, Age, Education level etc.

We can measure concepts through direct and indirect observations:

- i) Direct observation
- ii) Indirect observation

CONSTRUCTS

It is measured with multiple variable
Constructs exist at a higher level
of abstraction than concepts.
Example - Justice, Beauty, Happiness
hypothesis

ATTRIBUTE

An attribute is a single feature
or dimension of a construct

MEASUREMENT

Measurement is the assignment of
numbers or symbols to phenomena.
It requires a scale. A scale
provides the rules.

VARIABLES

Variables are measurements that
are free to vary. It can be
divided into -

- i) Independent variables
- ii) Dependent variables

HYPOTHESES

A hypothesis is a proposed
explanation for a phenomenon.
A hypothesis states a presumed
relationship between two
variables in a way that can be

tested with empirical data.
 there are basically
 two types -

- i) Null hypothesis (H_0)
- ii) Alternative hypothesis (H_1)

How do you Construct a hypothesis?

A guide to Constructing a hypothesis -

- a) Do some research into the topic
- b) Analyse your current knowledge and that in the field.
- c) Generate some questions that you might be interested in knowing more about
- d) Looking for information about what the answer might be
- e) Determine your independent variable
- f) Determine your dependent variable
- g) Generate a simple hypothesis
- h) Ask yourself if you can make your statement directional
- i) Be explicit
- j) Ensure that you can test your hypothesis
- k) write a formal hypothesis

Parts of hypothesis

parts :-

Three distinct

- 1) a definition of the problem
- 2) a proposed solution
- 3) a result.

Characteristics of good hypothesis

- 1) power of prediction
- 2) closest to observable things
- 3) simplicity
- 4) clarity
- 5) Testability
- 6) Relevant to problem
- 7) Specific
- 8) Relevant to available techniques

Example of Hypothesis

- i) If I replace the battery in my car, then my car will get better gas mileage.
- ii) If I eat more vegetables, then I will prevent COVID 19
- iii) If I brush my teeth every day, then I will not develop cavities.