

Unit one : Research Design (Sub : Research in finance, HR and Marketing) MBA III

Code : MBA - 211F, 211H and 211M

Features of Research Design :

- 1) Research design is a plan which specifies that which types of information will be relevant to the research study.
- 2) The collection and analysis of the data requires the strategy to be specified which will be used for research study.
- 3) Research design has main emphasis on time period involved and financial outlay required. The research activity may suffer if these aspects of time and finance develops as constraints.

There for research design there should be :

- a) Proper understanding of research problem.
- b) Data collection producers.
- c) Population to be studied.
- d) Data analysis methods.

Why Research Design ?

The research design has its own importance in the process of research methodology. It is required for the following reasons :

- For smooth conduct of the research activity.
- For relevant collection and analysis of data.
- It provides strong and firm base for the research work.
- It helps researcher to organise his ideas in relation to research activities and it also helps to avoid flow and inadequacy.
- In absence of proper research design comprehensive review of the research study is impossible.

PV Young presents a summary of the main contents of an ideal Research design :

- Sources of information to be tapped.
- Nature of study

- Objectives of the study
- Social logical context of study.
- Geographical areas to be covered by the study.
- Periods of time to be encompassed.
- Dimensions of the study.
- The basis for selection of data.
- Techniques to be used for gathering data.
- Specification of time schedule for completing the research.

All these features are to be present in a research design. While formulating a research design a researcher has to take decisions with respect to the following :

What is the study about and the types of data that are needed ?

Why is the study being made ?

Where can the needed data be found ?

Where or in what areas, will the study be carried on ?

When, and on what periods of time will the study be included ?

How much materials for how many cases will be needed ?

What techniques of gathering data will be adopted ?

Decisions on all these questions lead to the formulation of a research design which are put into black and white by the researcher if only really enters into the universe office research project for data collection and analysis.

Factors for appropriate research design :

- (1) The methods for obtaining necessary information for the research study.
- (2) The ability and skill of the researcher and his associates in conduct of research study.
- (3) The objectives of the research problems are required to be properly studied.
- (4) The nature of the research problems also requires due consideration.
- (5) The availability of funds and the time period available are the important factors for the purpose of research study.

It is necessary to understand various concept of Research design for conducting research study.
These are :

- A) Variables
- B) Extraneous Variable
- C) Restruction on extraneous variables
- D) Confaunded Relationship
- E) Hypothesis Relationship
- F) Testing of Hypothesis
- G) Testing group in conditions
- H) Testing conditions
- I) Testing process
- J) Testing units

References :

- 1) Research Methodology (1st edition) : Dr Vijay Upagade & Dr Arvind Shende (S Chand Publications, Delhi)
- 2) Research Methodology (4th edition) : CR Kothari (New Age International Publications)