

Unit One : Research (MBA III)

Objectives of Research :

The main aim of research is to find out the truth which is hidden and which has not been discovered as yet through the application of scientific procedures. Each research study has its own specific purposes. But following are the objectives of research in broad groupings :

- 1) To gain familiarity with a phenomenon or to achieve new insights into it i.e., exploratory or formulative studies.
- 2) To portray accurately the characteristics of a particular individual, situation or group i.e., descriptive research studies.
- 3) To determine the frequency with which something occurs or with which it is associated with something else i.e., diagnostic research studies.
- 4) To test a hypothesis of a casual relationship between variables i.e., hypothesis- testing research studies.

Classification of Research :

The research activities are conducted with sole object of finding solutions to unsolved problems, so that the services to the society can be provided. There are various approaches for conducting research activities and important amongst them are explained here :

(1) **Pure and applied research** : Pure research is also called as fundamental research. This is conducted with view for the sake of the knowledge having no intention of its application. This study is conducted for generalization which will help us to form certain theory. In pure research if study is conducted to assess human behaviour, it may provide us generalization in relation to normal human behaviour. Pure research offer solutions to many practical problems. It helps us to find out various crucial factors. It develops many alternative solutions.

Applied research aims at finding a solution for an immediate problem facing society or an industrial/business organisation. Research aimed at certain conclusions (say a solutions) facing a concrete social or business problem of the marketing research or evaluation research are examples of applied research. Applied research has a practical problem- solving emphasis, although problem solving is not always generated by a negative circumstances. Applied research is often used to evaluate opportunities. There is a vast scope for applied research in the field of technology, management, commerce and economics, as it contributes to the development of new facts or testing of new theory. Applied research can put theory to the test, it may add to conceptual clarification and integrate previous existing theories. Thus, central aim of applied research is to find out a solution for some pressing practical problem.

(2) **Descriptive and Analytical Research** : Descriptive research is termed as Ex-post-facto research. This type of research are mainly concerned with description of facts only. It is an expiation

of state of affairs as they exists. This includes surveys and fact findings enquiries.

The main important aspect of this type of the study is that the researcher has no control on the variables under investigation, he can only describe things as they exist and discover the causes.

Analytical research relates to critical evaluation of the existing facts and information is made in order to draw certain conclusions.

(3) Quantitative and Qualitative Research : quantitative denotes methods that generate data comprising of numbers. This research is conducted for the measurement of quantity and it is applicable to the work which can be Express in terms of quantity only.

Quantitative research relates to quality involved in assessment it generates the data that is verbal. Assessment of human behaviour is a qualitative research.

It is very difficult to find out which research is quantitative and which one is qualitative. There are four main methods for this type of research work- interview ,questionnaires, observations and document analysis. On the basis of their explanation of this can be exclusively labelled as quantitative or qualitative. Accordingly, the labels of quantitative and qualitative should be applied to data rather than to methods.

Motive research is important type of qualitative research , which is conducted to assess the the motive or desire of human behaviour. Likewise opinion research is also qualitative research conducted to know how people feel about particular subject.

(4) Conceptual and Empirical Reasearch : Conceptual research is conducted by the thinkers and philosophers for developing new theories or for reinterpret old one.

Empirical research is based on observation or experience without due regards to theories. In this type of research working hypothesis is provided then is collected to prove or disprove this. Researcher here sets up the design for desired results.

(5) Exploratory and Formalized Research : The research study in which hypothesis is developed is called exploratory reasearch. Whereas when hypothesis is tested in the research study it is called as formalized research.

(6) Survey Research : a survey is conducted with an object to understand specific aspect ine define population. Usually the population in study is so large that the excess to all the elements it is impossible.

Therefore sample taken from the population I will make it possible to draw the conclusions regarding population. The purpose of the survey is to understand phenomenon by identifying influencing factors.

Survey are normally conducted through questionnaires but sometimes interview method is used to collect necessary information. The method of conducting survey may also applied to analysing large data files in an organisation by using sample form. Survey method is widely accepted for following

reasons.

- a) Greater amount of objectivity.
- b) Greater reality in findings and conclusions.
- c) It is most specific method for obtaining data and dependable result.
- d) Direct observation of the population is possible resulting accurate results.
- e) Survey is extensively used in all the areas for its merit.

(7) **Case Study** : It is very difficult to define, when the phenomena under investigation are not readily form its context then case study becomes appropriate. It is characterized by in-depth study of organisation. It is a concept and intensive study of business situation.

Case study is method of investigation for exploring ad livesituations it is a in depth study off situation as whole. It is in form of of qualitative and quantitative analysis and careful observation of situation.

A case study uses various methods for collecting information maybe in form of interview questionnaires , observation and documentary analysis. By this wide variety of relevant data is collected.

(8) **Action Research** : When research is conducted for the study in a single workplace, than action research is commonly used in such cases. The focus in action research is given in improving working practices. The action research has practical purpose and it is directed towards organisational changes in managerial setup.

The action research theories are valid through practice rather than applied independently to practice. It is conducted through direct action. Action research is conducted in various phases like baseline survey systematic action and periodical assessment.

(9) **Field Investigation** : The field investigation is conducted in the assessment of actual situations. The results in this type of work is more realistic. In order to have these results accuracy is required to be maintained by making selection of proper sample. In field investigation it is very difficult to control variables and informants in the field.

(10) **Evaluation Research** : The evaluation of any project is the subject matter of the evaluation research. This type of study is conducted to evaluate ongoing projects are project already carried on. The performance evaluation, job evaluation and PERT are main aspects of the studies.

(11) **Library Research** : When secondary data is reliable enough to be used for drawing conclusions than library research is useful. This type of research is based on the assessment of the data available from books, periodicals and journals available in the library.

Characteristics of Research :

1. Define the purpose
2. Controlled
3. Rigorous
4. Systematic
5. Valid and verifiable
6. Empirical
7. Critical
8. Present findings unambiguously
9. Reveal of limitations frankly
10. Detail of research process

Further Reading :

- 1) Research Methodology (1st edition) : Dr Vijay Upagade and Dr Arvind Shinde (S Chand publication)
- 2) Research Methodology (4th edition) : CR Kothari (New Age International Publications)