

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

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

Concept of Research Design :

After the identification of research problems the preparation of research design followed subsequently. The research design is concerned about the mechanism as to how the research is to be conducted. It is a management regarding the collection and analysis of data, relevant to research work by appropriate and economic method.

Research design means a process by which the researcher will be in position to understand the structure of the research and the various steps to be taken in the process of research.

Researcher is supposed to understand the type of data required for the research. The area of the study and the time frame during which research is required to be completed. As such it naturally indicate outline of the research work and its operational application.

Definition :

Research Design has been defined by different social scientists in different terms.

Vimal Shah has said that, "The design is the plan of study and as such it is planned in every study uncontrolled as well as controlled and subjective as well as objective".

To quote PV Young, "The design results from controlling general scientific model into varied research procedure".

According to EA Suchaman, "Research design represents a compromise dictated by the many practical considerations that go into social research.... A research design is not a highly specific plan to be followed without deviation but rather a series of guide posts to keep one in the right direction".

As Selluz, Jahoda, Deutsch and Cook state, "A research design is the arrangement of conditions from collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

"Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control variance".

"The challenge of a research design is to translate the general scientific model into a practical research operation. Research design will refer to the entire process of planning and carrying out a research study".

The other important factors which naturally be related to sample which will be needed in research work and method to select such samples in relation to the collection and analysis of the data.

Taking into consideration the above referred decisions the Research design can be classified as under :

Classification of Research Design :

- 1) **Sample Design** : It relates to the method of selecting items for the purpose of study.
- 2) **Observation Design** : This relate to the condition under which observation are made.
- 3) **Statistical Design** : This relates to the information and data to be collected which is further required to be analysed.
- 4) **Operational Design** : This deals with certain techniques carried out in the process of research.

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)