

Revised Edition

RESEARCH METHODOLOGY

For MBA, M. Phil., B.Ed. and M.Ed.
According to the Latest UGC Syllabus
Also For MCA, CA and CS



S. CHAND

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PREFACE

Research Methodology is day by day becoming more important not only in the area of study but also in all the area of administration and management. Now on account of global competition traditional administrative and managerial practices has undergone several changes and this has made research methodology more relevent than before. It has become the internal part of the analytical system. Activities in Business Organisation, Government Organised and other sector are becoming more research oriented.

No policy can be decided by any of the organisation without collecting relevant facts and analysing them. The fact is also proved by providing the budeget for research in the organisation and setting up of Research and Development wing in the organisation.

There are too many books on Research Methodology in the area of social sciences. This book is a moderate attempt by authors to make the entire topic from indentification of problems to analysing the problem as simple as possible. We have made modest contribution in this direction specially for students and teachers community.

We are thankful to the Management Team and the Editorial Department of S. Chand & Company Pvt. Ltd. for all help and support in the publication of this book. We express our thanks to NYSS Institute of Management & Research for providing all possible help for completing the task.

We are also thankful to Hon'ble Shri Dattaji Meghe Ex - M.P. and Chairman, NYSS, Nagpur and Dr. Smt. Suhasani Wanjari, Chairperson, Kamla Neharu Mahavidhyalaya, Nagpur for constant encouragement.

We have no doubt in our mind that this book will serve as basic study material for the study of Research Methodology.

Dr. Vijay Upagade
Dr. Arvind Shende

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INTRODUCTION TO RESEARCH METHODOLOGY

After going through this chapter, you will be able to know :

- ▶ Introduction
 - ▶ Definition
 - ▶ Characteristics of Research
 - ▶ Objectives of Research
 - ▶ Nature of Research
 - ▶ Importance of Research
 - ▶ Relevance of Research
 - ▶ Restrictions in Research
 - ▶ Classification of Research
 - ▶ Research Process
 - ▶ Stages in Research Process
 - ▶ Research Process flow chart
 - ▶ Research Problem
 - ▶ Identification of the problem
 - ▶ Steps in selecting Research Problem
-

Research work is traditionally defined as gathering of data to answer the questions and finding solution to problems. The research work may be asked to provide answers to questions of theoretical interest to particular discipline. This may include such questions which have no interest to the society.

In this chapter the aim is to provide a brief overview of research methodology along with simple model of research methodology. We will try to find out the importance of research methodology in handling the data.

The research in management and social science are concerned with human beings, which is attach to its surroundings. The organizational behavior is an important part of the focus of research in management and social sciences and researcher must consider this part carefully to come to conclusions.

The concepts of validity and reliability provide the criteria by which we need to judge our choice of research methods. These criteria determine the credibility and academic value of research work.

The validity means success of a method in assessing what is to be assess. If method is valid than results can be taken as true. There are four main approaches for assessing validity, viz face validity, content validity, predictive validity and construct validity.

The reliability is a criterion that refers to the consistency of the data stemming from the use of a particular research method. A measure is reliable to the extent that the repeated application of it under the same conditions gives the same result. However, whatever research method is used, it is always possible to consider carefully features of research design that make for reliability.

Research is commonly known as search for knowledge. It can be defined as search for systematic knowledge. Research is scientific and systematic investigation in relation to specific aspect. It is a movement from known to unknown.

Research is considered as careful investigation or inquiry to find out new facts in any branch of knowledge. It is an original contribution to the existing stock of knowledge making for its advancement. Therefore research is systemized effort to acquire new knowledge.

Research should not be considered as academic activity only, it also applies to all the respect of human activity. Research is basis for making process of decision effective and more meaningful. It includes the defining of research problem, formulation of hypothesis, collection of data, analyzing of data and arriving to conclusions. After the conclusions are drawn, it is also necessary to find out testing of the conclusions in relation to the hypothesis.

Now research has acquired so much of prominence in all the activities, that no development can be thought without proper application of research.

Research is now taken up by many professional. It is a way of thinking. It critically examines the various aspect of the professional work. It is a habit of questing. what you do and systematic examination of observed information to find answers, with a view to make appropriate changes for effective use of the information.

Definition

Thinkers who have contributed in defining the research are given below:

The word research is composed with two syllabus re and search as defined re means again and search means examine closely and carefully. So research means it is systematic study and investigation in some field of knowledge, undertaken to established facts.

Grinnel further adds

‘Research is a structured inquiry that utilizes acceptable scientific methodologies to solve problems and creates new knowledge that is generally acceptable.’

Lundberg

draws a parallel between the social research process, which is considered scientific and the process that we use in our daily lives.

Burns defines

Research as a systematic investigation to find answer to a problem.

According to Kerlinger

‘Scientific research is a systematic, controlled empirical and critical investigation of propositions about the presumed relationships about various phenomena

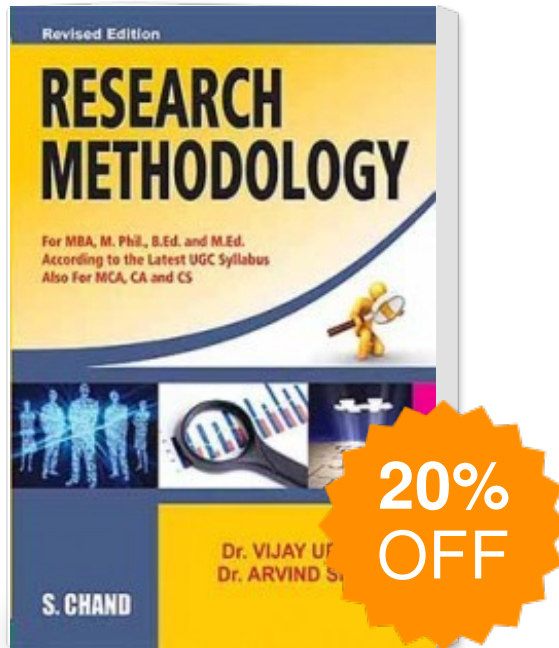
Bulmer states

‘Nevertheless sociological research is primarily committed to establishing systematic, reliable and valid knowledge about the social world.’

On the basis of the definitions given above we can summarize that the research is an organized inquiry designed and carried out to provide information for solving problem. It is a careful inquiry to discover new information to expand the existing knowledge. It is an investigation, recording and analyzing evidences for on going knowledge. The main thrust of research is on going knowledge to solve the problem. Unless the problem is properly assessed no appropriate solution can be provided.

On account of fast industrialization in post-independence period in India business in general was facing various complex situations. This has resulted in requirement for more

Research Methodology



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