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refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. Research is "the scientific investigation into and study of material, sources etc
inorder to establish facts and the reach new new conclusions". If you have already studied the Research Methodology question and answers. What do you understand by term Research Problem? What are the objectives of Research Problem? Explain different
sources of research problem by giving suitable examples under source. List and explain the characteristics of good research problem. Discuss the importance of critical literature review and its uses in planning innovation research. Explain various sources of
obtaining data for the selected research problem. What is plagiarism? How plagiarism? How plagiarisms in research reports? Give a detailed account on content of a research report. Explain essential features of report writing
highlighting the importance and implication of research outcomes. What is a Patent? What is innovation? Elucidate various type of innovation. Write short notes on the following:(a) Patentability? What is innovation? Elucidate various type of innovation are not patentable in India? What is a Geographical
Indication? What is a "generic" geographical indications need protection? How are geographical indications protected? If you have already studied the Research Methodology question paper. It will help you to understand the
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post with your friends. Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research companies defining and redefining problems, formulating hypothesis or suggested solutions; and at last
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quantitative basis for decisions regarding operations under their control. Research Methodology Business Research Concepts, Research Basics 1. Pure research as the fundamental or the theoretical research basics and original. c. Can lead to the discovery of a new theory. d. Can result in the development or refinement of a theory.
that already exists. e. Helps in getting knowledge without thinking formally of implementing it in practice based on the concept of the pure research. b. Is problem oriented. c. Helps in finding results or solutions for real life problems. d. Provides
evidence of usefulness to society. e. Helps in testing empirical content of a theory but under some conditions. h. Provides data that can lead to the acceleration of the process of generalization. Advertisements 3. Exploratory
Descriptive research a. Simplest form of research. b. More specific in nature and working than exploratory research. c. It involves a mutual effort. d. Helps in identifying various features of a problem. e. Restricted to the problems that are describable and not arguable and the problems in which valid standards can be developed for standards. f.
Existing theories can be easily put under test by empirical observations. g. Underlines factors that may lead to experimental research. b. Identifies the causes of the problems and then solutions for these problems. c. Related
to causal relations. d. It is directed by hypothesis. e. Can be done only where knowledge is advanced. Advertisements 6. Evaluation study a. Form of applied research. b. Studies the quantity of an activity. 7. Action research a. Type of
evaluation study. b. Is a concurrent evaluation study. This article has been written by KJ Singh a MBA Graduate from a prestigious Business School In India Article Published: August 4, 2010 This document provides lecture notes on business research methodology intended for MBA students, focusing on problem identification, formulation, and
research design. It emphasizes the importance of clearly defining research problems to facilitate effective management decision-making and outlines various sources of secondary data essential for conducting research. The notes cover two main types of research design: exploratory and conclusive, along with the importance of presenting results and
drawing conclusions based on the research findings. Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research findings. Research is an academic activity and as such the term should be used in a technical sense.
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relies on secondary research such as reviewing available literature and sometimes on qualitative approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. Results of exploratory research
can provide significant insight into a given situation. Descriptive research Descriptive research is used to obtain information concerning the status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involved range from the survey which describes the status quo, the correlation study which
investigates the relationship between variables, to developmental studies which seek to determine changes over time. Involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data. Experimental research design Experimental studies which seek to determine changes over time. Involves gathering data that describes the data.
constructed to be able to explain causation. Experimental research designs are used for the controlled testing of causal processes. The general procedure is one or more independent variables are manipulated to determine their effect on a dependent variable Qualitative research Qualitative research is a method of inquiry employed in many different
academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Qualitative research and further an in-depth understanding of human behaviour and the reasons that govern such behaviour. The qualitative method investigates the why and how of decision making, not just what, where, when. Hence
smaller but focused samples are more often needed, rather than large samples. June 09, 2017 Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research companies defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and
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Operations research is an example of decision oriented research since it is a scientific method of providing executive departments with a quantitative basis for decisions regarding operations under their control. Research Methodology Business Research Basics Ever wondered why some research focuses on discovering fundamental
principles while others tackle immediate business problems? The world of research isn't one-size-fits-all. Different approaches, and understanding these variations can make or break your research project. Whether you're a student diving into your first major research assignment or someone curious about how knowledge
gets created, knowing the types of research available is your first step toward conducting meaningful investigations that actually matter. Table of Contents Think of research as falling into two main camps, each with its own personality and purpose. On one side, we have pure research, also called basic or fundamental research. This is the curious
explorer of the research world - it seeks knowledge's sake, without worrying about immediate practical applications. Pure research might investigate questions like "What psychological factors influence decision-making?" or "How do organizational cultures naturally evolve?" These research erise research might investigate questions like "What psychological factors influence decision-making?" or "How do organizational cultures naturally evolve?" These research might investigate questions. Pure research might investigate questions like "What psychological factors influence decision-making?" or "How do organizational cultures naturally evolve?" These research might investigate questions like "What psychological factors influence decision-making?" or "How do organizational cultures naturally evolve?" These research might investigate questions like "What psychological factors influence decision-making?" or "How do organizational cultures naturally evolve?" These research might investigate questions are not organizational cultures naturally evolve?" These research might investigate questions are not organization or the psychological factors influence decision-making?" or "How do organization or 
business problems; they're building the foundation of knowledge that future solutions will stand on. It's like mapping uncharted territory - you might not know exactly how the map will be used, but you're confident it will be valuable someday. Applied research, on the other hand, is the problem-solver. It takes existing knowledge and puts it to work
addressing specific, real-world challenges. An applied research reight ask, "How can we reduce employee turnover in our tech startup?" or "What marketing strategy will best reach millennials in the healthcare sector?" This type of research has a clear, immediate purpose and often comes with tight deadlines and specific stakeholders waiting for
answers. The beauty lies in how these two types complement each other. Pure research provides the theoretical foundation, while applied research provides the theoretical foundation to practical use. Neither is superior - they serve different but equally important roles in advancing our understanding and solving problems. Research objectives: What are you really
trying to find out? Beyond the pure versus applied distinction, research can be categorized by what it's actually trying to accomplish. This classification helps you choose the right approach for your specific research guernalist - it tells you
what's happening without necessarily explaining why. This type of research systematically describes characteristics, behaviors, or phenomena as they naturally occur. Imagine you want to understand the current state of remote work, in your industry. Descriptive research would help you many companies offer remote work, in your industry.
what percentage of employees work from home, what tools they use, and how their typical day is structured. You're creating a comprehensive snapshot of the current reality. Common methods: Surveys, observational studies, case studies, and census data analysis all fall under this category. The key is that you're not manipulating variables - you're
simply documenting what exists. Correlational research: Finding connections What it does: Correlational research steps beyond description to explore relationships between different variables. It asks questions like "When X increases, what happens to Y?" However, it's crucial to remember that correlational research steps beyond description to explore relationships between different variables. It asks questions like "When X increases, what happens to Y?" However, it's crucial to remember that correlational research steps beyond description to explore relationships between different variables.
things move together doesn't mean one causes the other. For example, you might discover that companies with higher employees also tend to have lower customer complaints. There might be
other factors at play, like better management practices that improve both employee satisfaction and customer service quality. Why it matters: Correlational research often service quality establishing further and can inform business decisions even without establishing
causation. Explanatory research: Uncovering the why What it does: Explanatory research world. It goes beyond describing what happens or identifying relationships to explain why things happen. This type of research typically involves experimental designs where researchers manipulate variables to test cause-and-
effect relationships. Building on our earlier example, explanatory research might test whether implementing specific employee satisfaction programs actually causes improvements in customer service metrics. Researchers would create controlled conditions, perhaps implementing satisfaction initiatives in some departments while keeping others as
control groups, then measuring the results. The gold standard: While more complex and resource-intensive, explanatory research provides the strongest evidence for making informed decisions and policy recommendations. Approaches to research provides the strongest evidence for making informed decisions and policy recommendations.
need to choose your approach. This is where the qualitative versus quantitative debate comes in - though it's less of a debate and more of a strategic choice based on your research is all about measurement, statistics, and numerical data. It's structured,
systematic, and seeks to quantify relationships, behaviors, or phenomena. Think surveys with rating scales, financial data analysis, or experimental studies with measurable outcomes. Strengths: Quantitative research excels at providing precise measurements, enabling statistical analysis, and supporting generalizable conclusions. If you want to know
exactly how much customer satisfaction improved after implementing a new service protocol, quantitative methods are your best bet. Structure ensures reliability and allows other research follows strict protocols and predetermined frameworks. This structure ensures reliability and allows other research follows strict protocols and predetermined frameworks.
to explore unexpected findings that emerge during the research process. Qualitative research process. Qualitative research focuses on understanding experiences, perceptions, and meanings. Instead of measuring how much or how many, it explores questions of how and why. Methods include in-depth interviews, focus groups,
ethnographic observations, and content analysis. Flexibility and depth: One of qualitative research's greatest strengths is its flexibility. As you gather data, you can adjust your questions, explore unexpected themes, and dive deeper into particularly interesting insights. This adaptability often leads to rich, nuanced understanding that numbers alone
can't provide. For instance, while quantitative research might tell you that employee engagement scores dropped by 15% after a company merger, qualitative research would help you understand the emotional impact, cultural conflicts, and specific concerns driving that decline. Context matters: Qualitative research excels at capturing context and
complexity. It recognizes that human behavior and organizational dynamics can't always be reduced to numbers, and sometimes the most valuable insights come from understanding the full story behind the data. The power of mixing methods: Why choose just one? Here's where things get really interesting - you don't always have to choose between
different research types or approaches. Mixed-methods research combines quantitative and qualitative approaches to create a more comprehensive understanding of complex issues. Sequential integration Sometimes you might start with one method and use its findings to inform the second. For example, you could begin with quantitative surveys to
identify broad patterns in customer behavior, then conduct qualitative interviews with selected participants to understand the reasoning behind those patterns. Alternatively, you might start with qualitative methods to test those hypotheses on a larger scale.
Concurrent integration Other times, you might collect quantitative and qualitative data simultaneously, then compare and contrast the findings. This triangulation approach can reveal whether different methods point to similar conclusions, increasing confidence in your results, or highlight interesting discrepancies that warrant further investigation.
Enhanced accuracy and relevance Mixed-methods research might lack depth and context, and qualitative research might lack depth and context.
management research, where decisions affect both bottom-line numbers and real people's experiences. [Image: A flowchart showing the decision process for choosing research types, starting with research objectives and branching into pure/applied, then descriptive/correlational/explanatory, then qualitative/quantitative/mixed methods] With all
these options available, how do you choose the right approach for your research project? The answer depends on several practical factors that often get overlooked in academic discussions. Your research project? The answer depends on several practical factors that often get overlooked in academic discussions. Your research project? The answer depends on several practical factors that often get overlooked in academic discussions.
correlational approaches, and causal questions require explanatory designs. Available resources: Be realistic about your time, budget, and access to participants. Qualitative research might provide impressive
data, but they require significant resources to execute properly. Existing knowledge: If little research exists on your topic, exploratory qualitative work might be most appropriate. If substantial research already exists, you might focus on applied research that puts existing knowledge to practical use. Stakeholder expectations: Consider who will use
your research results. Some audiences prefer hard numbers and statistical evidence, while others value rich, detailed narratives that help them understand complex situations. Remember, there's no universally "best" type of research end to the best approach for your specific situation, resources, and objectives. The most successful researchers are
those who match their methods to their questions, not those who stick rigidly to one approach. What do you think? Given a business challenge you're currently facing or interested in, which type of research methods provide insights that a single approach might
miss? Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research companies defining and evaluating data; making deductions and reaching conclusions; and at last carefully testing the
conclusions to determine whether they fit the formulating hypothesis. Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the persuit of truth with the help of study, observation, comparison and experiment. Research may be classified into different types for the sake of better understanding of
the concept. Several bases can be adopted for classification such as nature of data, branch of knowledge, extent of coverage, place of investigation, method employed, time frame and so on. The basic types of research are as follows: 1. Descriptive vs. AnalyticalDescriptive vs. 
major purpose of descriptive research is descriptive research for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has
happened or what is happening. Most ex post facto research projects are used for descriptive studies in which the researchers to discover causes even when they cannot control there as, for example, frequency of shopping, preferences of people, or similar data. Ex post facto studies also include attempts by researchers to discover causes even when they cannot control there are no studies also include attempts by researchers to discover causes even when they cannot control there are no studies also include attempts by researchers to discover causes even when they cannot control there are no studies at the studies are not attempts by researchers are no studies at the studies 
variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods. In analytical research, on the other hand, the research are survey methods of all kinds, including comparative and correlational methods. In analytical research, on the other hand, the research are survey methods of all kinds, including comparative and correlational methods. In analytical research, on the other hand, the research are survey methods of all kinds, including comparative and correlational methods.
FundamentalResearch can either be applied (or action) research or fundamental (to basic or pure) research aims at finding a solution for an immediate problem facing a society or an industrial/business organisation, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory.
"Gathering knowledge for knowledge's sake is termed 'pure' or 'basic' research." Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research. Similarly, research studies, concerning human behavior carried on with view to make generalizations about human behavior, are also examples of
fundamental research, but research aimed at certain conclusions facing a concrete social or business problem is an example of applied research are examples of applied research are examples of applied research. Thus, the central aim of applied
research is to discover a solution for some pressing practical problems. Whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.3. Quantitative vs. Qualitative Quantitative research is based on the measurement of quantity or
amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomena, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior, we quite often talk of 'Motivation
Research', an important type of qualitative research. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose. Other techniques of such research are word association tests, story completion tests, story completion tests, story completion tests and similar other projective techniques. Attitude or opinion
research, i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research. Qualitative research we can analyse the various factors
which motivate people to behave in a particular manner or which make people like or dislike a particular thing. It may be stated, however, that to apply qualitative research in practice is relatively a difficult job and therefore, while doing such research, one should seek guidance from experimental psychologists. 4. Conceptual vs. EmpiricalConceptual
research is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. On the other hand, empirical research, coming up with conclusions
which are capable of being verified by observation or experimental type of research, in such a research it is necessary to get at facts firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information. In such research, the research it is necessary to get at facts firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information. In such a research, the research it is necessary to get at facts firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information.
with a working hypothesis or guess as to the probable results. He then works to get enough facts (data) to prove or disprove his hypothesis. He then sets up experimental designs which he thinks will manipulate the persons or the materials concerned so as to bring forth the desired information. Such research is thus characterized by the
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experimenter's control over the variables under study and his deliberate manipulation of one of them to study its effects. Empirical research is appropriate when proof is sought that certain variables affect other variables in some way. Evidence gathered through experiments or empirical studies is today considered to be the most powerful support possible for a given hypothesis.5. Some Other Types of ResearchAll other types of research are variations of one or more of the above stated approaches, based on either the purpose of research, or the time required to accomplish research, or the environment in which research is done, or on the basis of some other similar factor. Form the point of view of time, we can think of research either as one-time research or longitudinal research. In the former case the research is carried on over several time-periods. Research can be field-setting research or laboratory research or simulation research, depending upon the environment in which it is to be carried out. Research can as well be understood as clinical or diagnostic research. Such research follow case-study methods or in-depth approaches to reach the basic causal relations. Such studies usually go deep into the causes of things or events that interest us, using very small samples and very deep probing data gather devices. The research may be formalized. The objective of exploratory research is the development of hypotheses rather than their testing, whereas formalized research studies are those with substantial structure and with su