**Mid Term Assignment**

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**Business Research Methodology**

Q1**: How do you think Isabelle’s understanding of theory and method changed in adopting the approach she chose?**

Isabelle thought that theory in management could be problematic, because management is not a single discipline, it is perceived as multi-discipline. She thought it could be advantageous to gain knowledge that may not be gained through studying different disciplines. The topic she choose for her dissertation could be easily understood at different levels of analysis.

Contrarily, in the field of practice she experienced that traditional researches mainly focuses on positivistic approach which uses qualitative method. She decided to go with method of qualitative approach by using in-depth interviews as her primary source. She would also use life stories and family histories.

Q2: **What particular knowledge and skills did she develop in preparing this research?**

In preparing the research she sought knowledge about the theories and practices that are being adopted for conducting research papers. Isabelle knew she had to go through a complex issues such as the relation between the interviewee and the interviewer. So she gained particular skills on how to conduct in-depth interviews as it was her primary source for conducting research. She considered herself to be emotionally mature enough to manage the process.

Q3: **What problems do you think she would have anticipated in conducting research into pressure and coping among managers that her literature review may not have identified.**

 Following are the problems that Isabelle would have expected in conducting research

* Firstly, she had to deal with the method she wanted to adopt and the complexity of issues with the subject matter.
* The relationship between the interviewee and the interviewer is central to her research which is considered difficult to manage

Q : **Explain the following in your own words (with proper references).**

1. **Pure and Applied Research**:

Pure or Basic research: A research conducted genuinely for knowledge gaining purpose. The director of Danish National Research Foundation Centre for Cardiac Arrhythmia at the University of Copenhagen, Søren-Peter Olesen says “ to collect the information about how nature and people are put together. It is not important that this knowledge can be used for anything concrete, the most important thing is that we improve our understanding” is the goal of basic research. The purpose of pure research revolves around the creation or the expantion of knowledge without the concerns of applicability.

For example, a person just wants to know the behaviour of persons who uses social media in society.

While applied research is opposite to pure research. Applied research is carried out to find a solution to a specific problem, practical issues affecting individuals or organizations. In applied research, the research objectives are set by sponsors or clients as to specify problems they are facing.

For example, An investigation into the ways of improving employee motivation in Marriot Hotel, Hyde Park.

1. **Primary And Secondary Research With Examples**

If a person is launching a new website and you want feedback on its design and efficacy, that person needs to conduct primary research. Primary research targets to answers solely related to your problem or company.

For example, Burger King investigates why their franchise didn’t capture fast food market in Peshawar?

Secondary research is a research that has already been compiled, organized, gathered and publishes by others. Secondary Research can be mostly done by small businesses because it does not take much time as compared to the primary research. The data has already been gathered by others. So, the researcher does not need to invest their time and money in the research. While using this type of data just keep in mind that the data should not be too old for use.

<https://research-methodology.net/research-methodology/research-types/applied-research/>

1. **Theoretical and Empirical Research**

Theoretical research is explanatory, leads to advancement of knowledge Theoretical research is a logical exploration of a system of beliefs and assumptions. This type of research includes theorizing or defining how a system and its environment behave and then exploring or playing out the implications of how it is defined. Theoretical research enables you to explore and discuss a research object on the basis of your use of abstract theoretical structures and philosophical concepts.

You cannot, in theoretical research, directly observe the research object. The aim of your research is to define and outline conceptual models, explanations and structures of the chosen topic with the help of research literature.

Empirical research is research methodology which uses valid evidences, arguments and facts to conclude a result. Similarly empirical research figures exclusively on verifiable evidences that are collected through observation or collecting data methods. Empirical research can be carried out using qualitative or quantitative observation methods, depending on the data sample, that is, quantifiable data or non-numerical data.  For example, An empirical research study can be carried out to determine if listening to happy music improves the mood of individuals. The researcher may need to conduct an experiment that involves exposing individuals to happy music to see if this improves their moods.

1. **What are the attributes of good research topic?**

Following are the qualities of good research topic

1. Clear
2. Well-defined
3. Current importance
4. Theoretical or practical significance

Clear:

Clarity is the most important characteristic of research. A research topic should have to be clear for others to easily perceive the nature and the idea of the research. Avoid multiple interpretations so that people remain excited about the research. A researcher should make his own mind clear about the research topic for others to easily absorb it. Research topic should be free of ambiguity and have to be directional and it should set the overall research methodology.

Well-defined:

Well-defined and well-phrased research topic guarantees half success to research. But sometimes researchers define the topic in such a way that it arises confusion and double barrelled expressions in readers mind. If the research topic is not well-defined, the researcher fails to explain the aim and the objectives of the research and the confusion becomes worse as the research progresses. The topic should be stated in such a way that it clearly defines the objectives, hypothesis and aim of the research.

Current Importance:

Current importance should also be the consideration of the researcher while selecting a research topic. An obsolete topic will not be beneficial for anyone the topic should have current importance. You should also assess how much the topic will provide benefit to the field in which you are conducting the study. If the research topic cannot contribute to the current situation of fields and departments, it discourage the readers to read the research.

Significance:

A good research topic enables the researcher to contribute to the already prevailed field of knowledge. Make your research up to the levels that it may be published in professional journals. Other considerations include the availability of the resources, time, appropriate participants and measuring instruments.

Q: **Determine which type of research applies to the case studies.**

1. In the first case study of Fresh Bite, exploratory research should be conducted. Because the sales Director wants to know the problems and issues that made the sales of the company declines after sometimes. Exploratory research design just explores the research question and does not provide concrete solutions to the problem.
2. In the second case, predictive method suits the situation. Predictive analytics. Predictive analytics involves extracting data from existing data sets with the goal of identifying trends and patterns. These trends and patterns are then used to predict future outcomes and trends. As the businessman cannot extend 10% discount to each customer in the defined budget, he should extract data from the previous records of sales and distribute the discount among the deserve ones.

Note: Sorry sir, I couldn’t provide the references because I solve the assignment from mix of sources, websites, articles, lectures and videos.

Regards.