Lecture #4

"Research Methodology"

> Defining the Research Problem:-

* Before defining a problem a researcher must know and examine all symptoms concerning a problem. band so he will be able to diagnose it in a proper way.

* Problem can be finding solution to something that seriously and immediately need rectification or it can be finding the right answers to improve existing situation.

=> Examples of Problems:-

* From problems (we have seen in slides) we can further say:
   - start research journey.
   - narrow down it to a researchable topic
   - translate broad problem to a feasible research topic.

=> Preliminary Research:-

* It helps the researcher to gain a better understanding of the problem and to narrow down to a researchable topic of study.

* Of course here at this stage we do literature review and collect useful data to get us to precise formulation of problem.
   - Data collection methods can be Primary or Secondary
   - Secondary Data: have been collected by others for another purpose than the purpose of current study. Secondary sources are bulletins, gov.t publications, published info. on website of organizations, internet or company website.
   - Primary Data: researcher gather the information first hand for specific purpose of study. Primary data collection methods can be interviews, observation, administering questionnaires, and experiments).

* To collect information on topic of subject area a careful re textbooks, journal articles, conference proceedings and relevant published material. is required, as it gives thorough awareness + understanding of current work and viewpoints on the subject area.

⇒ Defining the Problem Statement:- A problem statement should be unambiguous, specific, focused and must address specific academic perspective.

* Problem statement includes both research objective(s) and the research question(s).

E.g. "Determining the factors that increase employee commitment to the organization."

Note: increase employee commitment may translate into low staff turnover, less absenteeism, and increase performance levels. all of which will benefit the organization.

* Once purpose/objective of research is identified, we can write down the research question. One or more research questions in the problem statement further clarify the issue to be resolved.

=> Call for Papers :

=> Abstract :

- Introduction
- contribution
- methods
- Experiment performed
- Result.

=> Discussion over Useful weblinks for Research.

=> Defining & Refining the Problem :

Book "Research Methods for Business" page No. 40, 41, 42, 43