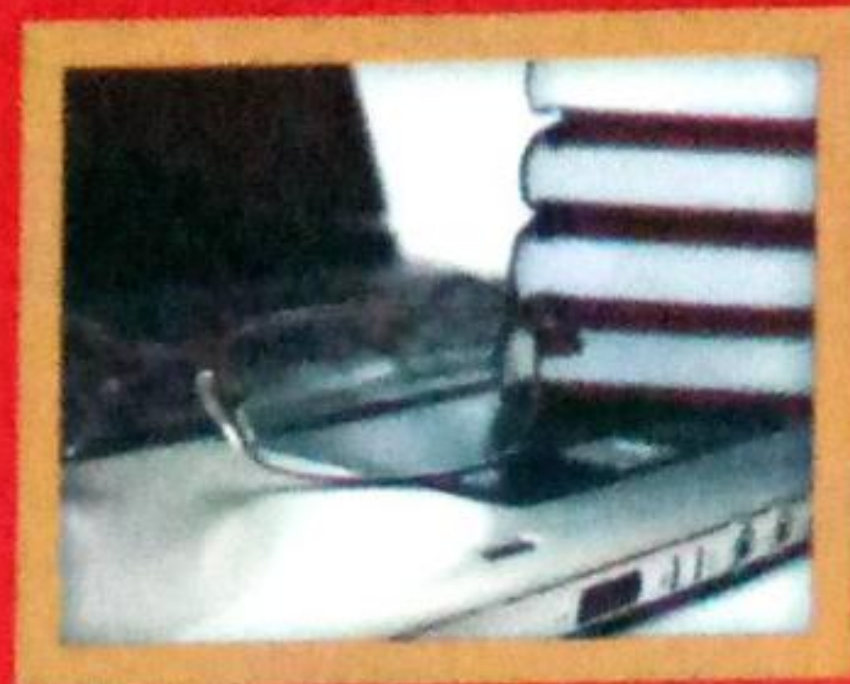
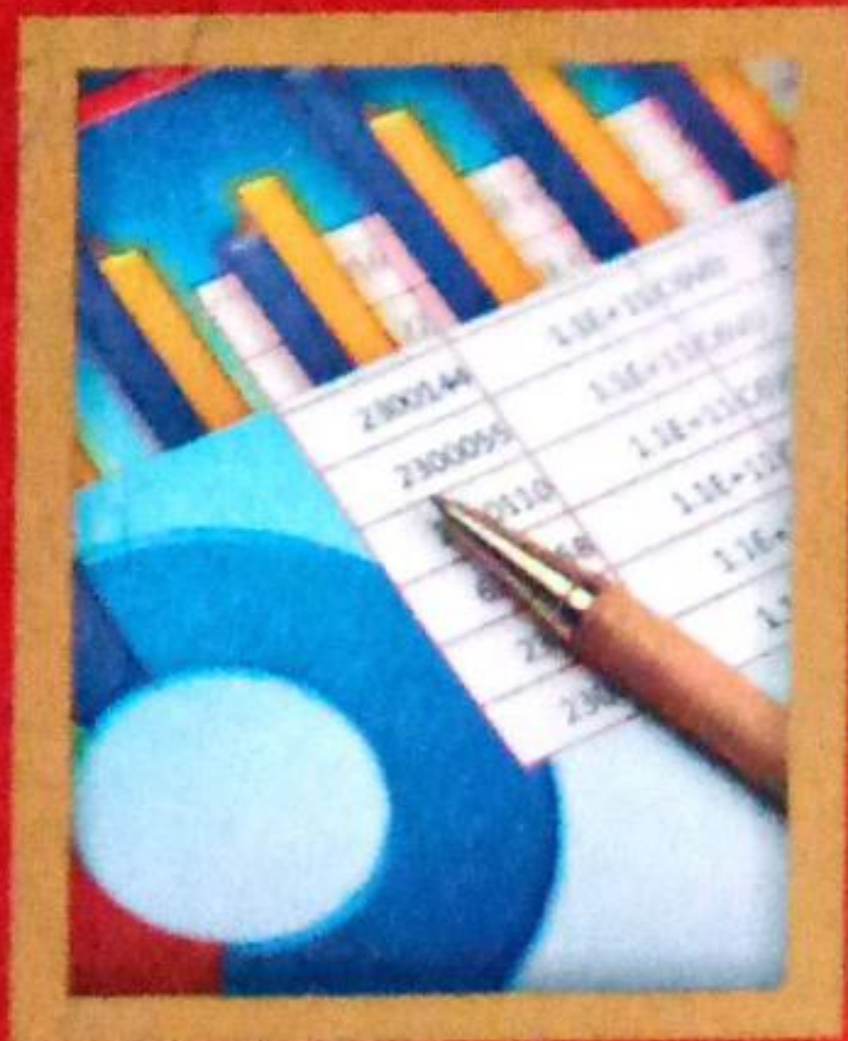


3rd
edition



research methodology

Dipak Kumar Bhattacharyya

Contents

<i>Preface to the Third Edition</i>	<i>xi</i>
<i>Preface to the First Edition</i>	<i>xiii</i>
<i>About the Author</i>	<i>xv</i>
BLOCK I : INTRODUCTION TO RESEARCH METHODOLOGY	1-63
Unit 1 : Research Fundamentals and Terminology	3
Unit 2 : Importance of Research in Management Decisions	25
Unit 3 : Defining Research Problems and Formulation of Hypothesis	37
Unit 4 : Research Design	51
BLOCK II : DATA COLLECTION AND SAMPLING	65-143
Unit 5 : Methods and Techniques of Data Collection	67
Unit 6 : Sampling and Sampling Distribution	95
Unit 7 : Attitude Measurement and Scales	129
BLOCK III : DATA PRESENTATION AND ANALYSIS	145-224
Unit 8 : Data Preparation and Preliminary Analysis	147
Unit 9 : Statistical Analysis and Interpretation of Data: Parametric Tests	155
Unit 10 : Multivariate Analysis of Data	195
Unit 11 : Model Building and Decision Making	205
BLOCK IV : REPORT WRITING AND PRESENTATION	225-321
Unit 12 : Writing and Formatting Reports	227
Unit 13 : Additional Statistics in Research	269
Unit 14 : Non-parametric Statistical Tests in Management Research	297
BLOCK V : ADVANCED RESEARCH METHODOLOGY	323-354
Unit 15 : Factor Analysis	325
Unit 16 : Computer-aided Research	345
<i>Appendices</i>	355
<i>Glossary</i>	411
<i>References</i>	431
<i>Index</i>	437

Detailed Contents

<i>Preface to the Third Edition</i>	<i>xi</i>		
<i>Preface to the First Edition</i>	<i>xiii</i>		
<i>About the Author</i>	<i>xv</i>		
BLOCK I: INTRODUCTION TO RESEARCH METHODOLOGY	1-63		
Unit 1: Research Fundamentals and Terminology	3		
• Introduction	4		
• Meaning of Research	13		
• Objectives of Research	13		
• Features of a Good Research Study	13		
• Types of Research Studies	14		
• Scientific Method	16		
• Comparison of the Scientific Method and Non-scientific Method	17		
• Research Methods and Research Methodology	17		
• Organizing the Research Function	17		
• Philosophy of Management Research	19		
• Case Study: Hindustan Paper's Strategic Move	21		
• Appendix: Step by Step Research Process	22		
Unit 2: Importance of Research in Management Decisions	25		
• Introduction	26		
• Importance of Research in Management Decisions	27		
• Role of Research Methods/Research Methodology in Business/Industry	28		
• Defining Management Research	29		
• Current Status of Research in India	32		
• Limitations of Research	33		
• Case Study: Zeenitha - The Case of a Business Failure for Poor Research Backed Information	35		
Unit 3: Defining Research Problems and Formulation of Hypothesis	37		
• Introduction	38		
• Research Process	39		
• Formulation of the Problem	39		
• Formulation of Hypothesis	40		
• Developing the Research Plan	42		
• Case Study: Defining the Research Question - The Case of Nizarul	44		
• Appendix I: How to Prepare a Synopsis	45		
• Appendix II: A Hypothetical Research Topic	47		
Unit 4: Research Design	51		
• Introduction	52		
• Research Design - Defined	53		
• Types of Research Designs	53		
• Quasi-experimental Design	54		
• Natural Experiments	55		
		• Formal Type of Experiments	55
		• Strategy for Designing a Marketing Research Programme	57
		• What is Experimentation?	58
		• Conducting an Experiment	58
		• Evaluation of Experiments	59
		• Selecting Relevant Variables	59
		• Validity of Experiments	59
		• Categorization of Experimental Research Designs	60
		• Case Study: Aditya's Problem of Employee Retention	63
		BLOCK II: DATA COLLECTION AND SAMPLING	65-143
		Unit 5: Methods and Techniques of Data Collection	67
		• Introduction	68
		• Types of Data	69
		• Procedure for Primary Data Collection	70
		• Major Steps in Conducting a Survey	77
		• Methods for Secondary Data Collection	82
		• Schedule Method	83
		• Appendix I: Data Analysis and Interpretation	90
		• Appendix II: Introduction and Guidelines to a Case Study (A Sample Case Study and its Solution)	91
		Unit 6: Sampling and Sampling Distribution	95
		• Introduction	96
		• Sampling Process	98
		• Why Sampling?	99
		• Types of Sampling	99
		• Case Study: Stress Management through Sample Data Analysis	124
		• Appendix: A Study on Time Management	125
		Unit 7: Attitude Measurement and Scales	129
		• Introduction	130
		• Attitude	131
		• Attitude Survey	131
		• Types of Scales	134
		• Commonly Used Attitude Measurement Scales	137
		• Case Study: HRD Interventions to Change Attitude	143
		BLOCK III: DATA PRESENTATION AND ANALYSIS	145-224
		Unit 8: Data Preparation and Preliminary Analysis	147
		• Introduction	148



• Presentation of Data	149	• Probability	271
• Oral Presentation	151	• Poisson Distribution	275
• Case Study: SPSS for Qualitative Data Analysis and Interpretation	153	• Case Study: Expectation of Repeat Buyers	285
Unit 9: Statistical Analysis and Interpretation of Data: Parametric Tests	155	Unit 14: Non-parametric Statistical Tests in Management Research	297
• Introduction	156	• Introduction	298
• Hypothesis Testing	158	• Need for Statistical Tests in Management Research	299
• Chi-square Test	169	• Chi-square Test	303
• Yate's Correction	172	• One-sample Runs Test	304
• The Coefficient of Determination (r^2)	177	• Non-parametric Test of Two Related Samples	305
• Analysis of Variance (ANOVA)	180	• Sign Test	307
• Index Numbers	189	• Wilcoxon Matched-pairs Signed Ranked Test	308
• Case Study: Normal Distribution - The Key to Comparison of Populations	194	• The Walsh Test	310
Unit 10: Multivariate Analysis of Data	195	• Randomization Test for Matched-pairs	311
• Introduction	196	• Computation of Contingency Coefficient, C	318
• Various Multivariate Techniques	196	• Case Study: Measuring the Efficacy of ESOP - The Experience of an ITES Company	321
• Multiple Linear Regression	198	BLOCK V: ADVANCED RESEARCH METHODOLOGY	323-354
• Discriminant Analysis	200	Unit 15: Factor Analysis	325
• Case Study: Using Multivariate Analysis Tools for Questionnaire Analysis	203	• Introduction	326
Unit 11: Model Building and Decision Making	205	• Definition and Concepts	327
• Introduction	206	• Framing the Problem for Factor Analysis	329
• Model Building and Decision Making	207	• Purposes of Factor Analysis	330
• Important Decision Making Techniques in Multivariate Analysis	208	• Eigenvalues	333
• Appendix I: Simple Qualitative Model	212	• Scree Test	333
• Appendix II: Quantitative Models - Usage of Effective Human Resource Planning Using Quantitative Tools - A Suggestive Approach	213	• Principal Factors Analysis	334
BLOCK IV: REPORT WRITING AND PRESENTATION	225-321	• Estimating Communalities	334
Unit 12: Writing and Formatting Reports	227	• Principal Factors vs Principal Components	335
• Introduction	228	• Factor Analysis as a Classification Method	335
• Types of Research Reports	228	• Factor Loadings	336
• Guidelines for Writing a Report	229	• Rotating the Factor Structure	336
• Report Format	230	• Mathematical Approach	340
• A Sample Research Report on Launching Strategies of E-Z Instant Shelters in India	233	• Miscellaneous Issues and Statistics related to Factor Analysis	341
• Meaning and Applications of Research Findings	240	• Some Limitations of Factor Analysis	341
• Some Practical Tips for Doing a Research	240	• Case Study: Understanding Consumer Behaviour Pattern through Factor Analysis	344
• Appendix I: A Sample Research Report	246	Unit 16: Computer-aided Research	345
• Appendix II: A Sample Questionnaire of a Ph.D. Thesis	259	• Introduction	346
• Appendix III: List of Journals and Bulletins on Commerce and Management in India	264	• Dimensions Products	347
• Appendix IV: List of Important Indices	268	• Case Study: AMC Limited - The Construction Major's Story on use of Customised Software for Research	354
Unit 13: Additional Statistics in Research	269	<i>Appendices</i>	355
• Introduction	271	<i>Glossary</i>	411
		<i>References</i>	431
		<i>Index</i>	437