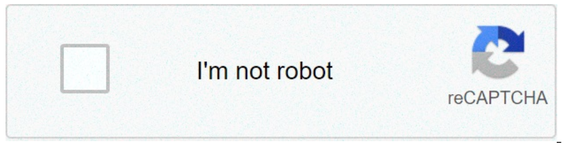

Continue

Research methodology for management decisions pdf

Research methodology for management decisions pdf.

The Knowledge Base on research methods is a complete web-based manual that addresses all the arguments of a typical introductory course to social research methods. The Knowledge Base on research methods is a complete web-based manual that addresses all the arguments of a typical introductory course to social research methods. Covers the entire search process including: formulation of research questions; sampling (probability and nonprobabilitations); measurement (surveys, scalability, qualitative, discreet); Design of research (experimental and almost experimental); data analysis; and, preparation of the search document. It also deals with the main theoretical and philosophical foundations of research, including: the idea of validity in research, the reliability of measures and ethics. The Knowledge Base has been designed to be different from the many typical texts of commercially available research methods. Use an informal and conversation style to engage both the newcomer and the most experienced student. It is a completely connected hypertext text that can be easily integrated into an existing course structure or used as a source book for the experienced researcher who simply wants to navigate. William M.K. Trochim is a professor at the Department of Analysis and Management of Cornell University policies. Since he joined the Faculty of the Cornell in 1980 he held study courses for both graduates and graduates. He obtained the research doctorate in 1980 by the program in Methodology and Research Reservation of the Department of Psychology of Northwestern University. His research interests include research theory and practice, conceptualization methods (including concept mapping and pattern matching), strategic and operational planning methods, performance management and measurement and change management. He is the developer of The Concept System and founder of the Concept Systems Incorporated. He lives in Ithaca, New York and New York City. The website of him is available at the billtrochim.net address. Awards This work, as true for all significant efforts in life, is a result of collaboration. I want to thank students and friends in particular that they assisted me and supported in various ways over the years. I want to thank mainly Dominic Cirillo who worked tirelessly for several years both on the web and on the paper version of the Knowledge Base and without which I simply would not survive. There are also numerous authorities who have contributed to the transition to a course based on the web and who contributed with their efforts and their intuitions to this work and teaching research methods. And of course, I want to thank all the students, both graduates and graduates, who participated in my courses over the years and used the Knowledge Base in its various incarnations. You were both my challenge and my inspiration. Dedication for all students who eventually taught me much more than I could ever teach them. And to my daughter Nora, who continues to provide inspiration for my efforts. Use the KB in a course the updated editions of the Knowledge Base in paper form are published by Cengage Publishing. If you are a teacher or a member of the faculty who wants to use in whole or part of this web version of the Knowledge Base in a course, don't hesitate to do so, as long as you provide a link to this website to show your students. You can also record your use of the Knowledge Base on Conjaint.ly. Loading Previews Sorry, the preview is currently not available. You can download the document by clicking on the button above. We have now formally integrated ESG factors in our stock analysis, And Asset Manager, all supported by Sustainalytics' research. The accounts managed by the consultants exploit the power of the process of assigning the portfolio and the participating interface of Morningstar Investment Management to help the Ria to provide customized personalized retirement From the latest stock choices and market news to personal finance and pension information, Morning Digest is your essential reading during the week. Sample copy. Not for distribution. i Search Methodology Manual Sample Copy. Not for distribution. _____ All rights reserved. No part of this book can be reproduced, stored in a search system, or transmitted, in any form, by any electronic, mechanical, magnetic, optical, chemical, manual, copier, registration or otherwise, without the prior written consent of the author. ISBN: 978-1-5457-0340-3 Price: ' 244.00 The opinions/ contents expressed in this book are only authors and do not represent opinions/classes/thoughts of Education or Reformation . The book is released using home self-editory services. Printed in India Sample Copy. Not for distribution. iii Handbook of Research Methodology Un Compendium for Scholars & Researchers (Based on the revised program of research methodology of various universities) Dr. Shanti Bhushan Mishra Dr. Shashi Alok EDUCREATION PUBLISHING (Dal 2011) www.educreation.in Copy of example. Not for distribution. iv Copy of example. Not For Distribution. v ON THE UAE Dr. Shanti Bhushan Mishra M. Pharm., PhD Associate Professor United Institute of Pharmacy Naini, Allahabad-10 (India) Email: shantipharma15@gmail.com Dr. Shanti Bhushan Mishra serves as an associate professor at the United Institute of Pharmacy, Allahabad, where he has been since 2010. He graduated in Science (B.Sc.) at Lucknow University, Lucknow and graduated in Pharmacy (B. Pharm.) at Bundelkhand University in Jhansi, India. Gold Medal in Postgraduate (M. Pharm.) at Vinayaka Mission University in Salem, Tamilnadu and PhD at the Sam Higginbottom Institute of Agriculture, Technology & Sciences (SHIATS), Allahabad. Important contribution was in the Diabetes field particularly engaged in the study of natural antioxidants of botanical origin and their role in the management of diabetes. His research interests are in the area of pharmacological screening of phytopharmaceuticals, case studies, toxicity tests of natural products, phytocomponent isolation from plants, from theory to design to realization. He has actively collaborated with researchers from various other disciplines of pharmaceutical science and nanotechnology. He currently serves as an editorial advisor to the International Journal of Pharmaceutical Sciences and Research (IJPSR), the Journal of Pharmaceutical & Biomedical Research and the International Journal of Therapeutic Application. He has chosen as a candidate of the CPCSEA (Committee for the purpose of controlling and overseeing animal experiments) under the Ministry of Environment, Forests and Climate Change of India. He has published 50 research articles in National and International Sample Copy. Not for distribution. You're a reputation magazine. He presented 28 reports in various national and international conferences as an invited speaker and a reference person. He has three books and a chapter. He is a member of the Association of Pharmaceutical Teachers of India, Indian Science Congress Association Kolkata, Societa Italo-Latino Americana de Etnomedicina, Costa Rica and American Chemical Society USA. Sample copy. Not for distribution. vii SULL'AUTORE Dr. Shashi Alok MBA, M. Pharm., PhD Assistant Professor Institute of Pharmacy Bundelkhand University Jhansi (U.P.), India Email: shashialok83@gmail.com Dr. Shashi Alok completed his B. Pharm, M. Pharma in Pharmacognosyof Pharmacy, Bundelkhand University, Jhansi (U.P.), India and M.B.a. In Pharmaceutical Marketing at IIPM Lucknow (U.P.), India. His doctorate. Doctorate. in Pharmaceutical Sciences at the Sam Higginbottom Institute of Agriculture, Technology & Sciences (SHIATS), Allahabad, U.P., India. He worked as an assistant at the Institute of Pharmacy, Bundelkhand University of Jhansi (U.P.), India. Its current research projects focus on phytopharmaceutical work on isolated active constituents of Indian folkloric medicine, with the aim of exploring its therapeutic potential and attempting to formulate a standardized product following modern ayurvedicheone monographs and international guidelines. Its research field focuses on Natural Products Chemistry, Pharmacognosia, Pharmacognosia, Pharmacognosia and the development of standardization methods for herbs. It has more than 80 national and international publications in its credit, 1 Indian patent and also contributed to 3 series of books. It has more than 10 years of experience in research and teaching. Pharmacognosia in the graduate and postgraduate departments. He supervises a number of postgraduate students and under his active supervision. He is an external arbitrator for Ph. D at the University of Otago, New Zealand. Sample copy. Not for distribution. Viii He is editor of the International Journal of Pharmaceutical Sciences and Research, of the International Journal of Pharmacognosy and of the International Journal of Life Sciences and Review. He is also at the service of the international scientific community by expanding his experience as a member of the Editorial Committee, auditor and arbitrator of numerous Elsevier and Academic Journals magazines. He is a life member of APTI, FSPSR, FHAS and has received a scholarship from the Society of Pharmaceutical Sciences and Research and the Society of Agriculture Hind. He is also a member of the International Linking Association, Inc (PILA) USA. He has held many speeches invited in several national and international conferences. He received the Rashtriya Gaurav Prize, the Rajiv Gandhi Excellence Award and the Best Citizens of India Award in 2015. He has contributed as an invited speaker to various national and international conferences. He gave an invited speech as speaker at the International Conference of Las Vegas, USA. He is a guest of honor from India to Oman Pharmaceutical Conference 2015 at Oman Medical College, Muscat, Oman. He is a specialist in the development of noble phytochemicals, in guided fractionation Bioassay of active phytocostituents, in modern chromatography and histopathological studies. Sample copy. Not for distribution. ix Dedicated to our beloved daughters AARADHYA S. B. Mishra & HARSHIKA Shashi Alok Copy sample. Not for distribution. x PREFACE The research methodology is taught as a support subject in many academic disciplines such as health, education, psychology, social work, nursing, public health, bibliographical studies, marketing research and pharmaceutical sciences. The philosophical basis of this book comes from my belief that, although these disciplines have different content, their general approach to research is similar. This book, therefore, is aimed at these academic disciplines. This manual provides students with an understanding of the concepts and techniques of qualitative and quantitative research, scholarships, reporting, data collection, etc. Use simple examples to demystify complex theories and methodologies. This book is ideal for readers with minimal knowledge of research and for readers with intermediate knowledge that need a fast update on particular aspects of research design and methodology. For readers with advanced knowledge of research design and methodology, this book can be used as a synthetic synthesis of research techniques and basic principles. Although we have dealt with some of these issues in the chapters, it is not possible orto go into every greater detail in this book. Therefore, we have included every aspect of research in the relevant chapters. This well-organized book deals with the variety of research methods used in management and social sciences, with particular emphasis on the curriculum of the pharmacy course. A manual of research methodology is recommended for use in undergraduate and postgraduate courses that focus on research methodologies in various disciplines. Copy of the authors. Not for distribution. # “If you steal from one author it is plagiarism; if you steal from many it is research”. – Wilson Mizner Sample Copy. xiii CONTENTS Meaning and purpose of the research, types of research (basic, applied and patented), definition of research problems, search process and steps involved in the search process, search proposal or synopsis. Literary Survey and Documentation Literary survey methods, use of library, books, journals, e-journals, theses, chemical abstracts and patent databases, importance of documentation, documentation techniques, use of computer programs/packages (online resources as-scientific search engines and online servers) in literature survey and documentation. Data Collection, Analysis and Assumptions Data classification, data collection methods, sample size, sampling procedure and methods. Data processing and graphic representation of data. Hypotheses: Hypothesis types (experimental and non-experimental). Hypothesis tests (parametric and non-parametric tests), error types and their control, use of statistical software/packages in data analysis (SPSS, Graph Pad Prism). Research ethics, plagiarism and research impact Copy sample. Not for distribution. xiii Ethical research, researcher responsibility and responsibility, ethical consideration during animal testing, including CPCSEA guidelines, plagiarism and use of plagiarism detection software. Technical writing and research reporting Type of research report: thesis and thesis, research paper, review article, short communication, presentation of lectures, meeting report, etc. Structure and organization of research reports: Title, abstract, keywords, introduction, methodology, results, discussion, conclusion, recognition, references, footnotes, tables and illustrations. Use of reference management software (such as MENDELEY, ENDNOTE). Factor of impact, evaluation, indexing and citation of journals. Analysis of project costs, costs incurred on raw materials, procedure, instrumentation and biological tests. Funding Agencies and Research Fellowships Introduction to various research funding agencies such as-DST, DBT, AICTE, UGC, CSIR, ICMR, AAYUSH and DRDO along with their functions in India. Write a research project and procurement of the research grant. History, introduction, basic principles for all medical research, and additional principles for medical research combined with medical care. Sample Copy. xiv Sample Copy. Not for distribution. Manual of Research Methodology 1 1 Foundations of Research _____ Research Methods Versus Research Methods include all techniques and methods that have been taken to conduct research, where as research methodology is the approach in which problems of research are encountered. Searches are solved accurately. It is a science to study how research is conducted systematically. In this field the researcher is explained by the different steps usually taken to study a research problem. Therefore, the scientific approach taken to conduct research is called method. The deadline It is related to the search for information and knowledge on a particular topic or topic. In other words, research is an art of systematic investigation. Some say that necessity is the mother of all inventions and the person engaged in this scientific investigation can be defined as research. Research Research a pedagogical action the term should be used in a technical sense. According to Clifford, Woody research involves defining and redefining problems, formulating hypotheses or suggested solutions; collecting, organizing and evaluating data; making inferences and reaching conclusions; and carefully testing conclusions to see if they fit the hypothesis. Copy sample. Not for distribution. Shanti Bhushan Mishra, Shashi Alok 2 The main objective of any kind of research is to discover the unknown and unexposed reality and facts. Although each research activity has its own motivation, the research objectives can be grouped into the following categories: 1. Achieve competence with a trend or introduce new opinions to it (research with this aim can be defined as exploratory or formulaic); 2. Discover the characteristics of a particular character, condition or group (search with this objective can be called descriptive search); 3. Establishing the relationship with which something happens or with which it is connected to something else (research with this objective is known as diagnostic research); 4. Check the hypothesis of a reasonable connection between different variables (this type of research can be grouped into hypothesis search). The basic research types are as follows: (i) Descriptive vs. Analytical: Descriptive research consists of different types of surveys and different types of surveys. The main purpose of descriptive research is to explain the whole set of circumstances as such. The term “ex post facto research” has been used to define this type of research in different fields or research themes. The main feature of this method is that the scientist does not have direct control over the variables, but can only report what is happening or what has happened. For example, because people on the south side suffer from lung cancer compared to neighbors on the north side and research has shown that people on the south side have wood-burning stoves and fireplaces, the researcher could speculate why wood smoke is a factor in lung cancer. Copy of the sample. Not for distribution. Manual of Research Methodology 3 techniques used in descriptive research can be of all kinds, such as survey methods, comparative and correlative methods, etc. On the other hand, in analytical research, the researcher could use the facts, information, data already available, and analyze these sources to make a hypothesis of evaluation of the material. (ii) Applied vs. Fundamental: Applied research is about finding solutions to specific and practical problems faced by an individual, a company or an industrial or business organization, e.g. how to abolish hate crimes, how to market a product, what causes poverty, etc.. This is a straightforward type of research, such as a survey to determine whether stress levels affect the frequency with which students engage in academic fraud or the impact of caffeine consumption. The main objective of applied research is therefore to find solutions to some critical practical problems, while basic research tends to be a major focus on the problem of caffeine. aims to find information that has a broad sense of applicability to the body of existing scientific knowledge. (iii) Quantitative vs. Qualitative: In the natural and social sciences, quantitative research is based on the aspect of quantity or extent. Refers to an object that can be expressed in terms of quantity or something that can be counted. This type of research involves a systematic experimental analysis of the phenomenon observable by statistical, mathematical or computational techniques in the numerical, such as statistics, percentages, etc. while qualitative research is concerned with:phenomenon, that is, relative to quality or variety. This type of research is typically descriptive and more difficult to analyze than quantitative data. Quality research involves a thorough examination of non-numerical data. It is more naturalistic or anthropological. (iv) Concept vs. Empyrica: Conceptual research is that of some abstract idea or theory. It focuses on the concept and sample copy. Not for distribution. Shanti Bhushan Mishra, Shashi Alok 4 theory that explains the theory in question studied. It is generally used by logic, philosophers and theorists to develop new concepts or to understand existing ones. On the other hand, empirical research is based only on experience or observation. It is a way of gaining knowledge through direct and indirect observation or experience. We can also refer it as an experimental research. In such research it is necessary to get facts and data first, their source, and then actively engaged in doing certain things to stimulate the production of the desired information. (v) Some other types of research: Other types of research may be of different types rather than of above-mentioned types, such as one-time research or longitudinal research. In the first case the research is limited to only one period of time, while in the second case the research takes place over several periods of time. The research can take the form of field research, laboratory research or model research, depending on the environment in which it takes place. Research can be understood as clinical research or diagnostics. These researches follow methods of studying cases or comprehensive approaches to identify the underlying causes of problems. Research can be explored or formalized. The objective of exploration research is the creation of hypotheses rather than their verification, while formalized research is those with significant structure and with specific assumptions to be tested. For historical research, it is meant that it uses historical resources such as documents, cards, flyers, etc. to study events or thoughts of the past, including the philosophy of people and groups at any time. Research can also be classified as a basis for conclusions and decisions-oriented. While doing research oriented to the conclusion, a researcher who has free thought to choose a problem, redesign the queries as it proceeds and is ready to conceptualize as it wants. Decision-oriented research always meets the needs of a decision maker and the researcher in this case is not free to undertake research according to his preferences. Sample copy. Not for distribution. Research Methodology Manual 5 The research process consists of a sequence of actions or steps necessary to effectively conduct the desired research and progression of such steps. Figure 1 chart represents a research process. Figure 1: Search process flow diagram The figure shows that the research process has a number of closely related actions, as shown by steps from 1 to 7. But these activities should follow a strictly prescribed sequence otherwise the researcher might face the problem at the end of the research. In the research process, each phase is specific, separate and distinct from each other. However, the following order, relating to the various stages, provides a useful procedural indication regarding the research process: 1) Identification of the problem of research 2) General bibliographical survey 3) Proposition formulation 4) Preparation of the research project 5) Determination of the project of sample 6) Data collection 7) Data analysis 8) Provision of hypotheses 9) Generalization and interpretation 10) Preparation of the report or presentation of results, Sample copy. Not for distribution. ShaversMishra, Shashi Alok 6 A brief description of the above steps are as follows: 1. Identifying the Search Problem: There are two types of search problems like, how, That refers to the states of nature means that it denotes the hypothetical conditions that the lives of people could have been as before the companies arise in existence and those who refer to relationships between different variables. Initially the researcher must recognize the problem he wants to study, that is, he must decide the general area of interest or part of a topic he would like to inform you to investigate. The problem may be discussed broadly and therefore doubts, if present, relating to the problem can be solved. Therefore, the probability of a particular clarification must be considered before working on the formulation of the problem. Basically two passages are involved in the formulation of the research problem, viz., Understand the problem systematically and reshape the same in significant terms from an analytical point of view. The most excellent way to understand the problem is to discuss it with contemporaries or those who have some knowledge in the relative question. In an academic institution the researcher can take assistance from a guide that is usually an experienced man and has different research problems in him. In private business units or in government organizations, the problem is usually allocated by the administrative agencies with which the researcher can discuss the problem originally that as it happened and what reflections are involved in its possible clarification. 2. Wide literature survey: after identifying the research problem, the researcher must study all the literature available to familiarize with the selected problem. He can review two types of literature in the first place is the conceptual literature that is linked to concepts and theories, and the second is the empirical literature that composed of previous studies similar to the problem of proposed research. The researcher should undertake a vast literature survey interested in the problem. For this purpose, the magazines of abstraction and indexing and bibliographies published or not published are the first place where the researcher can get the sample copy. Not for distribution. Search methodology manual 7 Information or knowledge. Academic magazines, conference procedures, government reports, books, etc., must be affected according to the nature of the problem. After this the researcher revises the problem in analytical or operational terms I.E., to put the problem in specific terms possible. This formulating or definition assignment, a research problem is an important step in the entire search process. Once the problem is formulated, a synopsis should be written. 3. Formulation of hypotheses: after the literature survey, the researcher should make a hypothesis or a work hypothesis. The work hypothesis is a supposition made to test the logical or empirical outcome of a research. A hypothesis assists to explain the problem of research and objective in a complete explanation or forecast of the expected results of the study. The hypothesis derives from the problem of research, the revision of literature and the conceptual framework. Because the hypothesis must be tested so it should be very specific and limited to the search piece. Take care of the researcher and focusing on the important facts of the problem. The formulation of the hypothesis could be performed using the following approaches: a) Discussions with colleagues and experts on the problem of research, its source, cause and objectives in search of a solution; (b) Evaluation of data and records, (c) evaluation of similar previous studies in the similar problems area; and (d) personal investigation that therefore involves the survey on the original field, any hypotheses take place following a previous thought on the subject, data evaluation and of the available, including previous related studies. Formulating working hypotheses is a fundamental step in any research process. 4. Preparation of research design: a good research design will be prepared if a problem should be clearly stated. In other words, the purpose of the research project is referenced as a general procedure that you choose to combine the various components of the Test Copy. Not for distribution. Shanti Bhushan Mishra, Shashi Alok 8 study it consistently and logically. It shall include the outline for data collection, measurement and analysis. A flexible research project that provides the opportunity to allow different aspects of a problem is considered suitable if the purpose of the research study is to be clear. There are several research designs, such as descriptive (e.g., case studies, naturalistic observation, survey), correlational (e.g., case-control study, observational study), semi-experimental (e.g., field experiment, quasi-experiment), Experimental (random assignment experiment), Review (literature review, systematic review) e Meta-analysis (meta-analysis) of which the researcher must select one for his task. 5. Design Sample Determination: Each object involving in any kind of survey constitutes a universe Ã¨¨¨ or populationÃ¢. A complete detail of any object of the population is known as a census request. It can be assumed that in such a survey all the items are covered and not a single item is left and maximum precision is obtained. But practically this can’t be true, because a single bias item in such a survey will get the higher the number of observations increases. In addition, there is no way to control the polarization element or its level not through a review or use of checks per sample. In addition, this kind of investigation involves a lot of time, money and energy. Apart from this, the census survey is practically not possible under many conditions. For example, blood sugar testing is done only on a sample basis. So, very often we select only a few elements from the population for our purposes of study. The selection of items of such a way is technically called a sample. The researcher should decide how to select a sample or choose a sampling plan for his study. In other words, a sample design is an exact sketch determined before any kind of data collection to get a sample from a given universe. There are two types of sampling: non-probabilistic and probabilistic sampling. Non-probabilistic sampling uses a personal method of selecting units from a universe, and is generally easy, fast and inexpensive. Therefore, it is useful to carry out preliminary studies, focus or follow-up studies.Probabilistic samples are based Test Copy. Not for distribution. Handbook of Research Methodology 9 on Simple Random Sampling, Stratified Sampling, Systematic Sampling, Cluster/Area Sampling Nonprobability Sampling are those based on Simple Sampling, Judgment Sampling and Sampling Quotes Techniques. There is brief description of some important samples drawings is as follows: (i) Intentional sampling: Intentional sampling is also called as non-probabilistic or intentional sampling. This method of sampling consists of the deliberate selection of particular elements of the universe to represent a sample. When samples are selected from a population on the basis of ease of access, you can call the convenience of sampling. If a researcher wants to collect data from students, he can select a fixed number of universities and colleges to conduct the interviews. This is a simple example of convenience standard. Sometimes this type of sampling can give distorted results especially when the universe is not homogeneous. On the other hand, in the judgement based on the judgement of the researcher and used for the selection of items from a given population. For example, a judgment sample of the office staff could be taken to ensure reactions to a new office rule. Sampling Judgment is regularly used in qualitative research. (ii) Simple Random Sampling: This type of sampling is also called as probability sampling or random sampling where each element of the population has a Possibility of inclusion in the sample and each sample having the probability of being selected in the sampling procedure. For example, the names of 20 employees who are selected on 250 employees in a company. In this case, the population is all 250 employees, and the sample is random because each employee has equal chance to be chosen. There are basically three methods to conduct random sampling. If we select a sample of 300 items from a population of 2,000 items, then we can write the names of all 2,000 items on paper slides and conduct a lottery. This is called Lottery method. The second random sampling method is using a random numeric table and the third method is using the computer in which the computer is used to select a sample of prize winners, a sample of Hajj candidates, sample copy. Not for distribution. Shanti Bhushan Mishra, Shashi Alok 10 and a sample of candidates for residential plots and for various other purposes. â € "Systemic sampling: every time a researcher chooses a specific name or number from the population, this type of sampling is known as systematic sampling in some cases the most practical sampling mode is to select every 10 Â ° name In an index, every 15th store on a unique side of a road, etc. An unpredictable component is generally started in this type of sampling using random numbers to collect and choose the item to start with. This method is useful when the sampling frame is available in the form of a list. In such a type of sample design the practice of the selection process begins by collecting a certain random point in the list and then each NTH element is selected until the desired number is assured. (iv) Layered sampling: in the layered sampling the researcher divides the population into separate groups, called layer or we can say that the stratification is the process of dividing the members of the population into homogeneous subgroups before sampling. In this technique, the population has deviated into a series of non-superimposed or layers and sample elements are selected from each layer. If the element selected from each layer is based on the simple random sampling technique in a complete sampling process means first stratification and therefore simple random sampling, this type of sampling is known as stratified random sampling. (v) Sampling of the quotas: a sampling method for collecting data from a quota group sampling is different from the layered sampling, because in a stratified sample person within each layer are chosen at random. The sampling share reaches a distribution of the representative ethere, but it is not a random sample, because the sampling frame is unknown. In layered sampling the cost of taking random samples from individual layers is very expensive so that interviewers are simply contingent for selecting sample elements of different layers and everything is left to the Sample Copy. Not for distribution. Search methodology manual 11 Get full book at Educreation Store www.educreation.in sample copy. Sample copy. Distribution.