

# FUNDAMENTALS OF RESEARCH

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**Himalaya Publishing House**

ISO 9001:2015 CERTIFIED

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**First Edition : 2023**

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- Published by** : Mrs. Meena Pandey  
for **HIMALAYA PUBLISHING HOUSE PVT. LTD.**,  
"Ramdoot", Dr. Bhalerao Marg, Girgaon, Mumbai - 400 004.  
**Phone:** 022-23860170, 23863863; **Fax:** 022-23877178  
**E-mail:** himpub@bharatmail.co.in; **Website:** www.himpub.com
- Branch Offices** :
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West Bengal - 700 109. Mobile: 09674536325
- DTP by** : Kalpana
- Printed at** : Trinity Academy, Mumbai. On behalf of HPH.

# PREFACE

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At present, there is a great deal of discussion surrounding research in the academic world as well as outside the academic world. Every researcher wants to be acquainted with the Research methods. It is observed that researchers find it challenging to do a thorough research in their fields of specialization without a good understanding of the scientific method of conducting research.

Research Methods provides students with the essential guidance and tools they need to conduct research and introduce them to the fundamental ideas, techniques, methods, principles and moral responsibility of original research. The book is a valuable learning resource for early researchers and experienced researchers investigating the world of business.

The title of this book 'Fundamentals of Research' is derived from the fact that it deals with the basic concepts of research methods especially catering to two categories of audiences. The first category is made up of postgraduate students in business management schools and departments who take at least one module or courses in the field of research methods. As this book covers a broad range of research methodologies, approaches to research and ways of conducting data analysis, it is likely to satisfy the needs of most students in this role.

The second category, which overlaps in most cases with the first, is made up of research scholars who undertake a research project as a requirement for the M.Phil./Ph.D. degree program. This can take a variety of forms, but usually involves carrying out a research project and presenting a research-based dissertation or thesis. Students or researchers are often required to undertake minor or major projects relating to certain key areas.

## The Structure of the Book

Business and management research have many traditions, but one of the oldest and most important is the difference between quantitative research and qualitative research, which is reflected in this book's structure and the approach to issues and techniques.

The book is divided into 12 chapters as under:

- **Chapter 1 – Introduction to Research**

Discussion on the basic concepts of research. This chapter provides the learner the knowledge about the various terminologies of research.

- **Chapter 2 – Formulating the Research Problem**

This chapter allows to understand and identify the research area and origin of research, i.e., identification and formulation of research problem. It offers guidance related to the research process. It also includes a discussion of research questions- what they are, why they are important, and how they can be formulated.

- **Chapter 3 – Research Design**

This chapter takes you through the main steps that are involved in planning and designing a research. Research design offers the research to integrate various components of research in logical manner and handle the research problem.

- **Chapter 4 – Formulation of Hypothesis**

This chapter is designed to help the researcher to get started on their research project by introducing the main steps in conducting a research, i.e., formulation of hypothesis

- **Chapter 5 – Sampling Design**

This chapter considers the ways in selecting the appropriate sample size, sampling techniques, etc. This chapter deals with sampling issues like how to select a sample and the considerations that are involved in assessing what can be inferred from different kinds of sample.

- **Chapter 6 – Data Collection**

This chapter explores the nature of data and variables of research along with methods and techniques used for data collections.

- **Chapter 7 – Analysis of Data**

This chapter deals with the analysis of the collected data. The emphasis of this chapter is to get the data ready for analysis. This involves the process of data cleaning, editing, coding and representation of data in tabular as well as graphical formats.

- **Chapter 8 – Statistical Tools for the Analysis of Data**

This chapter presents a range of basic statistical tools for the analysis of data focusing on the descriptive and inferential statistical tools.

- **Chapter 9 – Conditions and Applications of Statistical Test**

This chapter focuses on how to interpret the findings. This chapter tries to make aware the researchers about the common mistakes done by the researchers in conducting the research and how to avoid it.

- **Chapter 10 – Qualitative Research**

The qualitative research design approaches, considerations, use, steps are briefly presented in this chapter.

- **Chapter 11 – Report Writing**

Report writing includes guidance related to writing the research report, an often neglected area of the research process. This chapter presents a structured way of writing the research work.

- **Chapter 12 – Writing and Publishing a Research Paper**

This chapter provides the common structure of Research paper and how to handle the common mistakes in writing the research paper.

We would like to express our gratitude to all the authors who have published books on the subject of Research Methodology, and to the researchers who have contributed to the body of research and literature through semantic research.

We would be honored if this book can help in the development of real researchers. We would welcome suggestions from all readers, particularly experienced researchers and academics, to improve the subject content and the presentation of the book.

**Authors**

# CONTENTS

SR. NO.		PAGE NO.
1.	Introduction to Research	1 – 10
2.	Formulating the Research Problem	11 – 18
3.	Research Design	19 – 28
4.	Formulating Hypothesis	29 – 38
5.	Sampling Design	39 – 51
6.	Data and Variable	52 – 70
7.	Processing and Analysing Data	71 – 76
8.	Statistical Tools in Data Analysis	77 – 114
9.	Conditions and Applications of Statistical Test	115 – 120
10.	Qualitative Research	121 – 125
11.	Report Writing	126 – 130
12.	Writing and Publishing Research Paper	131 – 136
	References	137 – 138

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ISBN: 978-93-5840-104-2



9 789358 401042

ISBN: 978-93-5840-104-2

PXZ 0329

₹ 290/-