

# Research Methodology for Business

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# R

- Research

Research is a way of thinking

Research as a subject is taught at different levels

Research is one of the way of collecting accurate and reliable information with evidence.

Research is one of the way to finds answers to our questions.

- The Research Process
  - Formulating a research problem
  - Conceptualizing a research design
  - Constructing an instrument for data collection
  - Selecting a sample
  - Writing a research proposal
  - Collecting a data
  - Writing a research report



➤ **Formulating a research problem**

Reviewing the Literature

Formulating a research problem

Identifying variables

Constructing hypotheses

➤ **Conceptualizing a research design**

The research design

Selecting a study design



➤ **Constructing an instrument for data collection**

Selecting a method of data collection

Collecting data

Establishing reliability of a research instrument

➤ **Selecting a sample**

Concept of sampling

Aims in selecting a sample

Types of sampling

The calculation of sample size



## ➤ **Writing a research proposal**

Introduction

Stating the problem

Objectives of the study

Hypotheses of the study

Research Design

Sampling

Structure of the report



## ➤ **Collecting a data**

Considering ethical issues in data collection

Processing data

Displaying data

## ➤ **Writing a research report**

Research report

Summary

References

Bibliography



***THANK YOU***