22RMI18-RM&IPR

Module-2 Research Problem & Literature ReviewImportant Questions Answers

1. ***Explain what is meant by a research problem? Explain how is it selected and formulated.***

Ans:

A research problem *is a statement about an*

1. ***area of concern,***
2. ***a condition to be improved,***
3. ***a difficulty to be eliminated,***
4. ***or a troubling question***

that exists in scholarly literature, in theory, or in practice
that points to the need for meaningful understanding and deliberate investigation.

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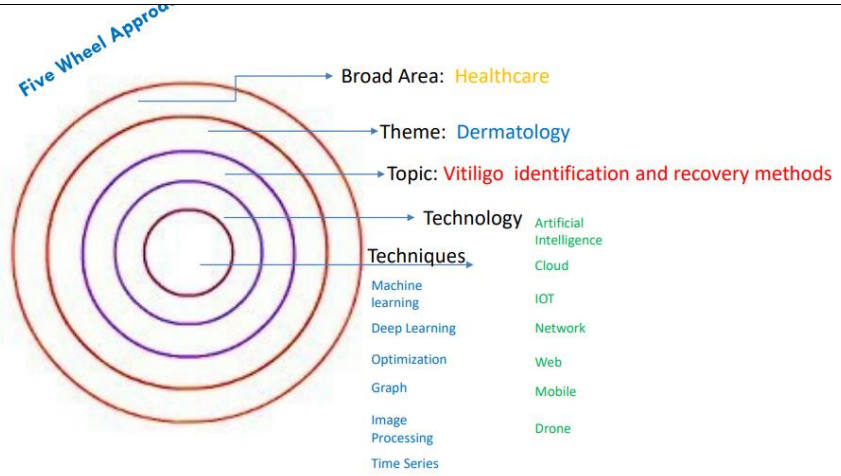
1. The following steps to be followed for Selecting a Research Problems.



2. Criteria for Selecting the problem:

1. *Subject which is overdone should not be normally chosen, for it will be a difficult task to throw anynew light in such a case.*
2. *Controversial subject should not become the choice of an average researcher.*
3. *Too narrow or too vague problems should be avoided.*
4. *The subject selected for research should be familiar and feasible so that the related researchmaterial or sources of research are within one's reach.*
5. *The importance of the subject, the qualifications and the training of a researcher, the costs involved, thetime factor are few other criteria that must also be considered in selecting a problem.*
6. *The selection of a problem must be preceded by a preliminary study*

3. Formulate the problem:

i. *Specify your research objectives*
ii. *Review its context or environment*
iii. *Explore its nature*
iv. *Determine variable relationships*
v. *Anticipate the possible consequences of alternative approaches.*

2 - What Is The Necessity Of Defining A Research Problem? Explain.

ANSWER-

1. Important Points to Keep in Mind while Defining the Research Problem

1. *Technical Terms and Phrases*
2. *Assumption*
3. *Criteria*
4. *Time Period Suitability*
5. *Scopes and Limits of Investigation*
6. *Address The Correct Questions*
7. *Alternative Techniques*
8. *Alternative Strategies*
9. *Focus on Decision Makers*
10. *Avoid Superficial and Obvious*

Q4.
Define the important issues of the research problem.
Give suitable examples/ illustration to elucidate your points.

Ans.

These help to ensure that your study will remain manageable andthat you will remain motivated

1. ***Interest:***
2. ***Magnitude:.***
3. ***Measurement of concepts:.***
4. ***Level of expertise:***
5. ***Relevance:***
6. ***Availability of data:.***
7. ***Ethical issues:***

Example of a Research Problem:

"To determine the impact of social media on the mental health of teenagers."

3.. Describe fully the techniques of defining a research problem. Or Discuss the techniques involved in defining a research problem.

1. ***Define problem In a general way***
2. ***understanding its nature***
3. ***Literature survey***
4. ***Discussion for ideas***
5. ***rephrasing problem***

6 – WRITE A COMPREHENSIVE NOTE ON THE "TASK OF DEFINING A RESEARCHPROBLEM".

ANSWER-

1. ***Define problem In a general way***
2. ***understanding its nature***
3. ***Literature survey***
4. ***Discussion for ideas***
5. ***rephrasing problem***

Q5. Give three examples of research problem

1. Descriptive research:

- *Aims to provide a detailed description of a particular phenomenon or problem.*
- *Often used when little is known about a topic or when trying to identify potential areas for further investigation.*
- *Can involve collecting data through surveys, observations, or experiments.*
- *Can also use qualitative methods such as interviews or focus groups.*
- *Data can be analyzed using statistical or other methods to identify patterns or relationships.*
- *Findings can be used to develop hypotheses for further research.*

2. Relational research:

- *Focuses on understanding the relationship between two or more variables.*
- *Seeks to identify whether there is a correlation or association between the variables.*
- *Can use statistical methods to analyze data and identify correlations or other relationships.*
- *Can be used to identify trends or patterns in data.*
- *Findings can be used to develop hypotheses for further research or to inform policy or decision-making.*

3. Causal research:

- *Focuses on understanding the cause-and-effect relationship between variables.*
- *Involves testing hypotheses to determine if one variable causes another.*
- *Often involves experiments where one variable is manipulated to observe its effects on another variable.*
- *Requires careful design to ensure that the results are valid and reliable.*
- *Can be used to develop interventions or solutions to a problem.*
- *Findings can be used to inform policy or decision-making, but caution is needed to avoid overgeneralizing or making unsupported claims.*

Let us suppose that a research problem in a broad general way is as follows:

1. ***Descriptive research problem example: What are the perceptions of consumers towards organic food products in the United States?***
2. ***Relational research problem example: What is the relationship between employee motivation and job satisfaction in the hospitality industry?***
3. ***Causal research problem example: Does social media advertising have a significant effect on the purchasing behavior of millennial consumers?***

Thus, all relevant factors must be considered by a researcher before finally defining a research problem.

7. Define Literature review and describe importance of Literature review

1. *A **literature review** is an overview of the **previously published works** on a **specific topic**.*
2. *The term can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article.*
3. *It provides an **overview of current knowledge**,*
4. *allowing you to identify relevant theories, methods, and gaps in the existing research*
5. *If you are writing the literature review section of a **dissertation or research paper**, you will search for literature **related to your research problem and questions***
6. *A good literature review doesn't just summarize sources—it **analyzes, synthesizes**, and **critically evaluates** to give a clear picture of the state of knowledge on the subject*

8. significance of literature review of?

When carrying out a literature review, keep in mind the following points:

1. Look for current knowledge, theories, methods, and gaps in existing research related to your topic.
2. Analyze, synthesize, and evaluate sources rather than just summarizing them.
3. Confirm whether the knowledge relevant to your theoretical framework has been confirmed beyond doubt.
4. Take note of the theories proposed, criticisms, and methodologies used in previous research.
5. Determine to what extent the findings can be applied to other situations.
6. Recognize significant differences of opinion among researchers and give your own opinion on their validity.
7. Identify areas where little or nothing is known, indicating gaps in the body of knowledge.

Overall, literature reviews are significant in research because they provide an overview of the current state of knowledge, identify gaps in research, and inform future research directions.

12. 10.How to review the literature//Steps in the Literature Review Process

Ans: *A **literature review** is a survey of scholarly sources on a specific topic. It provides an overviewof current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.*

Writing a literature review involves finding relevant publications (such as books and journal articles), critically analyzing them, and explaining what you found. There are five key steps:

1. ***Define the research question***
   - *You may need to some exploratory searching of the literature to get a sense of scope, to determinewhether you need to narrow or broaden your focus*
   - *and identify relevant terms /keywords to add to your search strategy*
   - *Finalize your research question*
2. ***Determine inclusion/exclusion criteria***
   - *Think about relevant dates, geographies (and languages), methods, and conflicting points of view*
3. ***Choose databases and conduct the search***
   - *Kaggle,google cholar,college library etc*
4. ***Review your results***
   - *De-duplicate your search results*
5. ***Synthesize/develop the information gathered***
   - *Group your results in to an organizational structure*
   - *Develop your conclusions*
6. ***Analyze the information gathered***
   - *Gaps,debates,methodologies*
7. ***Write the literature review***
   - Chronological: trace the development of the topic over time, analyze patterns and key debates
   - Thematic: organize into subsections based on recurring central themes
   - Methodological: compare results and conclusions from different research methods
   - Theoretical: discuss various theories, models, and definitions of key concepts, create a framework for research.
   - *Pick an organizational structure, i.e., themes, approaches, concepts, methodologies.*
   - *Organize your citations and focus on your research question and pertinent studies*
   - *Compile your bibliography*

Like any other academic text, your literature review should have an introduction, a main body, anda conclusion. What you include in each depends on the objective of your literature review.

9. steps of research review.

There are four steps involved in conducting a literature review:

1. Searching for the existing literature in your area of study.
2. Reviewing the selected literature.
3. Developing a theoretical framework.
4. Developing a conceptual framework.

1. To search for literature effectively, you need to have an idea of your subject area and research problem and compile a bibliography from books, journals, and the Internet.
2. When reviewing selected literature, read critically and identify themes and issues relevant to your study, using separate sheets of paper for each theme.
3. Theoretical framework development involves sorting information under main themes and theories, highlighting agreements and disagreements among authors, and identifying gaps or unanswered questions.
4. The conceptual framework is the basis of your research problem, stemming from the theoretical framework, and focuses on the aspects selected from it for the basis of your study.

13. How to develop conceptual framework using literature review for research. Explain.

Ans: ***DEFINITION OF CONCEPTUAL FRAMEWORK***

A conceptual framework represents the researcher's synthesis of the literature on ***how to explain a phenomenon****. It maps out the actions required in the course of the study, given his previous knowledge of other researchers' point of view and his observations on the subject of research.*

In other words, the conceptual framework is the researcher's understanding of how the particular ***variables*** *in his study connect. Thus, it identifies the variables required in the research investigation. It is the researcher's "map" in pursuing the investigation.*

- *A* ***conceptual framework*** *illustrates* ***the expected relationship between*** *your* ***variables****. It defines therelevant* ***objectives*** *for your* ***research process*** *and maps out how they come together to draw coherent conclusions.*
- *You should construct your conceptual framework* ***before you begin collecting your data****. Conceptual frameworks are often represented in a* ***visual format*** *and illustrate* ***cause-and-effect relationships.***
- *The conceptual framework can be created in the form of a* ***flowchart, mind map, concept map*** *or* ***process diagram*** *to* ***display your Hypothesis*** *and the* ***chain of variables****.*

Steps On How To Make The Conceptual Framework

1. Choose your research question

Example: Research question

Let's say you want to study whether students who study ***more hours*** ***get higher exam scores****.*

To investigate this question, you can use methods such as an experiment or a survey to test therelationship between variables.

2. Select your independent and dependent variables-

Following our example:

- *The expected cause,* ***"hours of study,"*** *is the* ***independent*** *variable*
- *The expected effect,* ***"exam score,"*** *is the* ***dependent*** *variable*

Note that causal relationships often involve several independent variables that affect the dependent variable

3. Visualize your cause-and-effect relationship

We demonstrate this using basic design components of ***boxes and arrows****. Here, each variable appears in a box. To indicate a causal relationship, each arrow should start from the independent variable (the cause) and point to the dependent variable (the effect).*

4. Identify other influencing variables

It's crucial to identify other variables that can influence the relationship between your independent and dependent variables early in your research process. Some common variables to include are ***moderating, mediating, and control variables****.*

5. Generate The Conceptual Framework

Build your conceptual framework using your mix of the variables from the scientific articles you have read. Your problem statement or ***research objective*** *serves as a reference for constructing it. In effect, your study will attempt to answer the question that other researchers have not explained yet. Your research should address a* ***knowledge gap****.*

11.How to develop Theoretical Framework using literature review for research. Explain.

Ans: ***Theories*** *are developed by researchers to explain phenomena, draw connections, and make predictions. In the* ***theoretical framework****, you explain the theories that support your research, showing that your work is grounded in established ideas.*

To build your theoretical framework, follow these three steps.

1. Identify your key concepts

The first step is to pick out the key terms from your problem statement and research questions. Concepts often have multiple definitions, so the theoretical framework involves clearly defining what you mean by each term.

The concepts of "customer loyalty" and "customer satisfaction" are clearly central to this study. The theoretical framework will define these concepts and discuss theories about the relationship between them.

2. Evaluate and explain relevant theories

By conducting a thorough literature review, you can determine how other researchers have defined and drawn connections between these key concepts. As you write the theoretical framework, aim to compare and critically evaluate the approaches that different authors have proposed.

After discussing different models and theories, you establish the definitions that best fit your research and justify why this is the case. In more complex research projects, you might combine theories from different fields to build your own unique framework.

Make sure to mention the most important theories related to your key concepts. If there is a well- established theory or model that you don't want to apply to your own research, explain why it isn't suitablefor your purposes.

3. Show how your research fits in

Apart from discussing other people's theories, the theoretical framework should show how your own project will make use of these ideas.

4. You might aim to do one or more of the following:

- *Test whether a theory holds in a specific context*
- *Use theory as a basis for interpreting your results*
- *Critique or challenge a theory*
- *Combine different theories in a new or unique way*
- *If relevant, you can also use the theoretical framework to develop hypotheses for your research.*

Example for Theoretical Framework

The sales staff at Company X are unmotivated and struggling to meet their monthly targets. Some members of the management team believe that this could be achieved by implementing a comprehensive product-training program, but others believe that introducing a sales commission structure will help.

Problem:

Company X is not achieving their monthly sales targets

Objective:

To increase monthly sales.

Research question:

How can Company X motivate their sales team to achieve its monthly sales targets?

Sub-questions:

1. *Why do the sales staff feel unmotivated?*
2. *What is the relationship between motivation and monetary rewards?*
3. *Do the sales staff feel that they have sufficient product knowledge?*

Theoretical framework:

A literature search will need to be performed to understand the background of the many different ***theories ofmotivation*** *in* ***psychology****.* ***For example, Maslow's Hierarchy*** *of Needs (basic human needs—physiological, safety, love/belonging, esteem, and self-actualization—have to be fulfilled before one can live up to their true potential),* ***Vroom's Theory of Expectancy*** *(people decide upon their actions based on the outcomes they expect), and* ***Locke's Goal-Setting Theory*** *(goals are a key driver of one's behavior). These theories would need to be investigated to determine which would be the best approach to increase the motivation of the sales staff in Company X so that the monthly sales targets are met.* ***Conclusion***

A robust theoretical framework is crucial when writing a thesis/dissertation. It defines your ***research gap, identifies your approach****, and guides the* ***interpretation*** *of your results.*