

BOOK REVIEW

Business Research Methodology

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The objective of the course is to introduce the basic methods of conducting research, explore ideas in formulating research objectives and hypotheses and sample framework for undertaking research studies. Also it is intended to facilitate for the development of an insight into different statistical tools for data analysis, the role of EXCEL and SPSS in statistical calculations, interpretation and presentation of reports in different functional areas of management.

Chapter 1 provides basic understanding of the objective and motivation for conducting research and overview of the complete process of a research study, in a simple language. It lays the foundation for easy learning of various concepts and thorough understanding of topics.

Chapter 2 describes several concepts and terminologies that are used in Business Research Methodology (BRM). In addition to these, there are two very important tools namely PERT/CPM and creativity that are immensely useful in enhancing the quality of a research project as also it's planning and implementing in such a way that the resources, including money and time, are utilized in the most optimum manner.

Chapter 3 encompasses an exhaustive view of the various steps of a research process from problem identification to hypothesis development. It also facilitates conduct of further study involving collection of data, carrying out relevant analysis. It also facilitate guidelines to students for carrying out research proposal and the issue of conducting the research either in-house ie. Within the organization or getting it conducted by some outside consulting agency, has been deliberated in detail with pros and cons of both the approaches.

Chapter 4 aims to acquaint about the various experimental and research designs, conventional designs, sampling schemes and their applications in business environment.

Chapter 5 provides inclusive understanding of the four types of measurement scales viz. Nominal, Ordinal, Interval and Ratio. Enabling to create an awareness of the measurement errors and it is intended to equip with a basic toolkit of various comparative and non-comparative scales for research.

Chapter 6 explains primary and secondary types of data with respective advantages and limitations. It describes the various sources of primary and secondary data, including guidance for web-based searches.

Chapter 7 discusses the methodology of collecting the data using various tools / instruments or schedules and also discusses preparing the data for presentation and analysis.

Chapter 8 covers methodology and scope of various modes of data presentation. Some of the charts and graphs discussed are Bar Chart, Pareto Chart, Pie Chart, Histogram, Line Graph. It is also intended to help in making effective presentation of data and conclusions relating to analysis and evaluation for a project.

Chapter 9 provides an understanding of relevance and need for calculation of Various Measures of Location such as Mean, Median, Mode, Various Measures of Variation or Dispersion and Measure of symmetry/skewness in data.

Chapter 10 Provides requisite knowledge and expertise to understand the simple Correlation and Regression analysis, Measures of Linear Correlation, Standard Error of Estimator, Cross sectional and Time Series Correlation Analysis and using EXCEL.

Chapter 11 provides requisite knowledge and expertise to understand the two aspects of statistical inference; viz Estimation and Testing of Hypothesis; the properties of good estimators; scope of estimation with respect to accuracy and confidence in an estimate; different types of sampling error and various tests of significance.

Chapter 12 enhances understanding the type of analysis that is required to tests; viz One Way ANOVA and Two Way ANOVA.

Chapter 13 describes certain non-parametric tests of significance relating to randomness; mean of a population and rank correlation etc.

Chapter 14 covers entire set of Multivariate Analysis techniques which are included in the syllabus. In addition it provides a comprehensive understanding of SPSS; step by step; in conducting the studies in their entirety.

Chapter 15 provides inclusive guidelines for preparing and presenting a research report. Report Presentation-Mechanics of report writing; Preliminary Pages; Main Body and Appendices.

Chapter 16 to acquaint the readers with all the ethical issues involved at each step of research process and also comprehension of various issues associated with the conduct of research.

Appendix 1 provides the indicative Topics for BUSINESS RESEARCH Studies.

Appendix 2 has provided a brief overview of EXCEL; which is considered necessary to understand the use of excel templates for statistical calculations; discussed in this book.

Appendix 3 moves on to the use of SPSS package in statistical calculations for business research.

A complete guide to students, especially those students pursuing MBA is provided to instill in them the confidence and developing the requisite competence among the students in identifying managerial issues that could be resolved by organizing an appropriate research project and subsequent implementation.

I highly recommend this book to managers; students of B schools and who are involved with BRM.