Research Methods for business students – Mark Saunders

1. Nature of Business and Management Research
2. Critically reviewing the literature
3. Writing and presenting your project report
4. Using Secondary data
5. Formulating and clarifying the research topic
6. Understanding Research philosophies and approach
7. Formulating the research design
8. Negotiating access and research ethics
9. Selecting samples (Chapter 9, 10, 11)
   1. Collecting Primary Data through Observations
   2. Collecting Primary Data using interviews and focus groups
   3. Collecting primary data using questionnaires
10. Data Analysis (Chapter 12 and 13)
    1. Analyzing quantitative data
    2. Analyzing qualitative data
11. Writing and presenting your research report (Chapter 14)

Nature of Business and Management Research

Method – Techniques and Procedures used to obtain and analyze data.

Methodology – The theory of how research should be undertaken?

We should be open to finding the unexpected and how sometimes the applicability of our research findings may not be immediately obvious. It also emphasizes the importance of your ideas with other people

**The study of business is afflicted by confusion between the results of a survey of what people think about the world and a survey of what the world is really like.**

* **Data is collected systematically**
* **Data is interpreted systematically**
* **There is a clear purpose to find the things out**

***Research* is something that people undertake in order *to find out things* in a *systematic way*, thereby increasing their knowledge.**

Systematic – Logical relationships not beliefs, involve an explanation of the methods used to collect the data, will argue why the results obtained are meaningful, and will explain any limitations that are associated with them.

To find out things – Describing, explaining, understanding, criticizing and analyzing.

Mode 1 and Mode 2 of Knowledge Creation

Mode 1 – Theoretical mode

Mode 2 – Applied mode of Learning

Story Line

Story Plot

Why Mahabharata?

“…six categories of hybrid EEG-fNIRS tasks were selected based on the remaining papers. Mental tasks include studies that classify several mental states, such as workload, fatigue, and alertness, which can be reliably distinguished by recognizing patterns in EEG and fNIRS features. Emotion measurement tasks are studies that identify specific emotional states, such as sympathy, valence/arousal, and social rankings from EEG and fNIRS features. Motor control tasks include experiments which utilize the higher performance of hybrid EEG-fNIRS to further distinguish BCI-based motor control, such as sensorimotor rhythms. Perception tasks consist of studies aimed at distinguishing various biomarkers of perception including visual-spatial attention, auditory attention and olfactory attention. Cognitive evaluation and rehabilitation tasks include studies that use hybrid EEG-fNIRS systems for evaluation and rehabilitation training purposes in the context of mental diseases or disabilities. Cognitive improvement tasks refer to studies aimed at improving general human cognitive abilities.”, Ziming Liu, Jeremy Shore, Miao Wang, Fengpei Yuan, Aaron Buss, Xiaopeng Zhao, A systematic review on hybrid EEG/fNIRS in brain-computer interface, Biomedical Signal Processing and Control, Volume 68, 2021, 102595, ISSN 1746-8094, <https://doi.org/10.1016/j.bspc.2021.102595>. (<https://www.sciencedirect.com/science/article/pii/S1746809421001920>)