

RESEARCH METHODOLOGY CONCEPTS AND CASES

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The book starts on a very logical note on the research methodology “ An important pillar of the bridge that connects Management as Art to Management as Science By Professor Ashoka Chandra. This grows the conviction of the author in the book. From the beginning such as objectives towards the end – report writing the book maintains its smooth explanative mode. The authors have attempted really well in defining the research procedure by including the words such as: ‘sequential method of enquiry directed towards a clear implicit or explicit business objective.’

The book is a practical rather than an academic text for all those undertaking, perhaps for the first time, small-scale research. The book is written experienced mentors like Deepak Chawla and Neena Sondhi, it covers the entire research process - from designing and submitting a research proposal through to its completion. The book has vi sections all of them are thoughtfully designed. The book devotes considerable amount of focus on the first section in term of defining the research problem and development of hypotheses. Research designs are also explained in detail such as Exploratory, Secondary Two-tiered and descriptive. The fully rationalized and expanded section ii of the book provides a guide to the terms and phrases that help shape the nature, purpose, logic, meaning, and methods of the practices called qualitative inquiry. This helps the reader/ researcher to get acquainted with the complexity of the issues behind the research problem. This book is a excellent navigator to the various streams of research studies.

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Another interesting feature of the book is the check line provided towards the end of each chapter in forms of questions and summary that is a great help to quickly recap the significant features of the previous chapter. The three types of questions are posed : Objective types, conceptual types and application based questions at the end of each chapter in every section. Special praise goes to the caselets like “ Keep your city Clean: Environmental Concerns, Danish International etc.

This title combines theory, an explanation of the reason that research is transformative, and is of utmost significance for every organization and for that reason in every domain of life.. For that reason the book provides practical designs for various kinds of research interventions paired with relevant examples. The book includes a complete explanation of research design from its historical and theoretical roots to its practice and impact in organizations presented in the context of the rapidly changing environment in which we live and work. Section iii : Respondents Selection and Data Preparation helps to understand the basic concepts of sampling by describing various types of non-probability sampling designs, convenient sampling judgmental sampling and snowball sampling etc. Another interesting part of the book is where the authors explain the testing of hypotheses.

The models of research described in this book help researchers to investigate people, form, and process in ways that can make their work more potent and more delightful. The book authenticates that design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after researchers start. The goal of the book is to introduce researchers to the many research tools that can be used to research well the ideas about how and when to deploy them effectively. Each section and for that reason chapter has something to say about how researchers make themselves better at what they do through research, and illustrates it with real world examples. Research charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

This book is suitable for all researchers. This fresh new idea for those conducting small-scale research comes from these two professors who possess a broad range of experiences and

knowledge of research design, execution and completion. They write in a user-friendly style that those researchers new to the subject will find easy to follow and understand. It will act both as a roadmap to planning, execution and completing research, and also as a dip-in reference guide. Using features such as activity boxes to highlight key concepts and short summary boxes to indicate fundamental elements of the research area under discussion, this accessible book will be of great value to all who read it.

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