

# E-Content

## Research Methodology in Economics

Semester: V

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Session 2020-2021



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(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

## COURSE CONTENT

Course Code : XXXXXX

Course Name: Data structures using C

**FORMULATION OF THE  
RESEARCH PROBLEM**

**&**

**DEVELOPMENT OF THE  
RESEARCH HYPOTHESES**

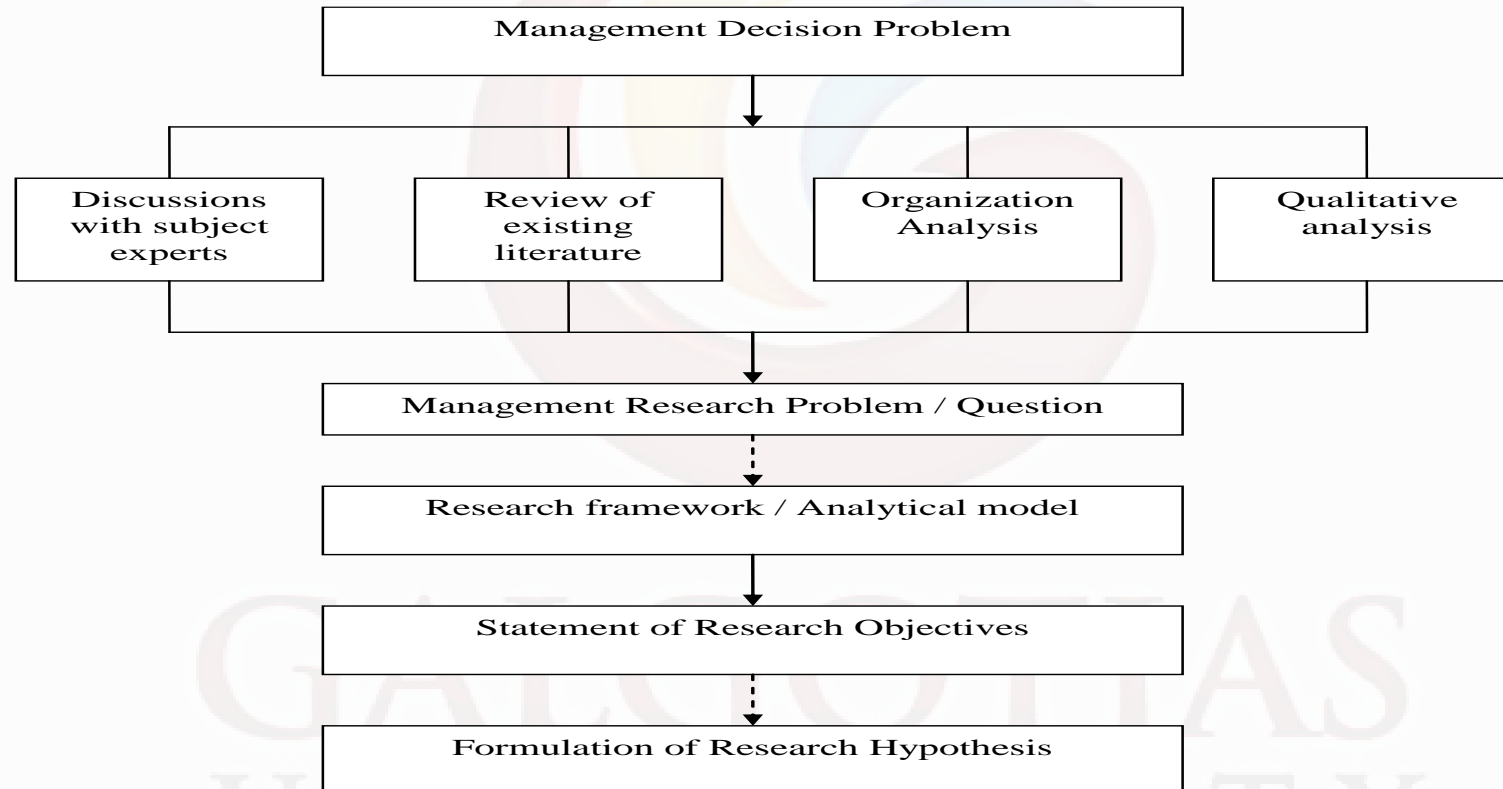
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## Defining the research problem

A research problem can be defined as a ***gap*** or uncertainty in the decision makers' ***existing body of knowledge*** which inhibits efficient decision making. The gap could be ***academic & theoretical*** (basic) or ***real time and action oriented*** (applied).

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## Problem identification process



## Decision problems

## Research problems

<b>DECISION PROBLEM</b>	<b>RESEARCH PROBLEM*</b>
<p>1. What should be done to increase the customer base of organic products in the domestic market?</p> <p>2. How to reduce turnover rates in the BPO sector?</p> <p>3. How to improve the delivery process of Widex hearing aids in India?</p> <p>4. Should the company continue with its existing security services vendor or look at an alternative?</p> <p>5. Can the Housing and real estate growth be accelerated?</p> <p>6. Whom should ICICI choose as its next Managing director- Mr ABC or Mrs. XYZ?</p>	<p>1. What is the awareness and purchase intention of health conscious consumers for organic products?</p> <p>2. What is the impact of shift duties on work exhaustion and turnover intentions of the BPO employees?</p> <p>3. How does Widex/ industry leader manage its supply chain in India/Asia?</p> <p>4. What is the satisfaction level of the company with the existing vendor? Are there any gaps? Can they be effectively handled by the vendor?</p> <p>5. What is the current investment in Real Estate and Housing? Can the demand in the sector be forecasted for the next six months?</p> <p>6a. what has been the Leadership initiatives and performance record of ABC viz. XYZ?</p> <p>6b. Can a leading aggressive private sector bank accept a woman as its leader?</p>

## Problem identification process

- **Management decision problem:** the issue/decision that needs to be resolved through research
- **Discussion with experts:** to get the right perspective on the issue, discussion/dialogue is held with subject/industry expert.
- **Review of literature:** the most valuable source of framing the research question is to review the past work done on related topic(s).
- **Qualitative surveys:** primary exploratory loosely structured surveys to attain the environmental context.

## Problem identification process

- ***Management research problem***: the four steps might lead to multiple directions/research problems the researcher can take.
- The researcher has to identify THE alternative he/she will undertake
- ***Theoretical model building*** (optional)
- ***Statement of research objectives***

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## Elements of a research problem

- Unit of analysis
- Independent variable
- Dependent variable
- Extraneous independent variable
- Intervening variables
- Moderating variables

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## The research hypotheses

A **hypotheses** is any assumption/presupposition that the researcher makes about the probable direction of the results that might be obtained on the completion of the research process

- **Descriptive hypotheses:** This is simply a statement about the magnitude, trend, or behaviour of a population under study.
- **Relational hypotheses:** These are the typical kind of hypotheses which state the expected relationship between two variables.

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## Criteria for hypotheses formulation

- In simple, declarative statement form
- Measurable and quantifiable
- Is essentially a conjectural statement
- Has underlying assumptions on the testing of the stated relationships

## REFERENCES

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