



BHAVAN'S VIVEKANANDA COLLEGE
OF SCIENCE, HUMANITIES AND COMMERCE
(Accredited with 'A' Grade by NAAC)
Autonomous College – Affiliated to Osmania University
Department of Management Studies

Report of the Two-Day Workshop on Research Methodology

The main purpose of the workshop was to improve quality of the research projects. Day 1 – 30th August

Session 1

Inauguration was followed by a brief session on drafting a research report by Dr. Sudha.

This session gave important insights into the process of making a report right from the stage of choosing a research topic to developing a full-fledged research report on the same. The details that were provided to us include:

- Concept of Research –
 - a. To re-search
 - b. To re-examine
 - c. To investigate
 - d. To test
 - e. To enquire
- Choosing the right Research Topic
 - a. Choose from the subjects you have studied/are studying
 - b. Decide on the research problem
 - c. From the subject, narrow down to an area
 - d. A topic that can be elaborated
 - e. Best is based on the researcher's discipline (specialization)
 - f. A topic that is researchable
- Title is an importance aspect of a research project. It has to be effective as well as informative while not being too lengthy.
- An effective project report can be anywhere between 30 to 40 pages.
- It is usually about how you relate the theory you study to what is happening in the industry.
- Six Phases of Research
 - a. Problem Definition
 - b. Literature Review
 - c. Selection of Research Design, Subjects and Data Collection Techniques

- d. Data Gathering
- e. Data Processing and Analysis
- f. Implications, Conclusions, Recommendations
- These are the important parts of a research report –
 - I. Introduction
 - It involves the background to the study, a curtain raiser.
 - It can be 3 to 4 pages or even lesser depending on the content you find.
 - II. Literature Search
 - You use Google to find at least five good studies that were already done on the topic.
 - References
 - III. Problem Definition
 - What is the problem that's making you conduct the study?
 - IV. Need for the Study
 - Justify the need to study the research problem.
 - V. Research Objectives
 - These are workable solutions.
 - At least 3 objectives to be stated (3 Chapters)
 - Comparative studies can be done taking trends from the RBI Website.
 - HR and Marketing students tend to work with primary data while Finance works with secondary.
 - This part of the report mainly specifies what it is that you intend to do.
 - VI. Scope of the Study
 - These include the terms, limitations, and restrictions.
 - VII. Hypothesis Formulation is optional.
 - VIII. Summary and Conclusion
 - IX. Appendix
 - Biography, references, web links, journals, etc.
- The session was followed by questions from the students on projects which ended on an informative note.

Session 2

The session that followed was an introduction to using the SPSS software.

There were three important parts that the session was divided into –

- a. Processing the Data using SPSS
- b. Analysis - First level analysis (Frequency and Crosstab)
- c. Presenting the Data

We learnt the basics to SPSS and importing as well as working on certain data within the software.

- There is a separate window for Output.
- The software gives both the Data View and the Variable View of data, whereas Excel gives only the data view and no additional information about the data.
- Variable View shows the data as string, number, date, etc, that is, the variable type. • There are various other tools within the software that can be used for the processing, analysis and presenting of the data.

Levels of Measurement

Variables

- Categorical
 1. Nominal
 2. Ordinal
- Scale
 1. Not grouped

Day 2- 31st August

Session 1

Session 1 of day 2 involved a talk on as well as a practical approach designing of a questionnaire. The session was taken up by Dr. Manish Gupta.

The following are some of the important details covered in the session –

- Research is re-examining the already existing data and methodology is the various ways in which the research can be carried out.
- Research is scientific (logical) in nature.
- Questionnaire is a set of questions fulfilling a particular objective.
- How to come up with questions?
 - a) Review literature (already conducted studies)
 - b) Brainstorming
- Example: Objective is to assess the motivation level of students attending the Research Methodology workshop.
Question could be –
“The workshop helps with the final project preparation.”
The statement can be followed by a Likert Scale that ranges from Strongly Disagree to

Strongly Agree with five points.

- Multiple choice, Likert scale, checkboxes, paragraphs etc are some of the ways to put a questionnaire together for respondents to fill in.
- It is best to avoid double barreled questions, that is, questions including multiple questions within.
- Questionnaire shouldn't be too lengthy. Best to be stopped once the information gets saturated. It is known as Information Saturation Point.
- Although demographic details might help produce unexpected results, they often might not be very useful. Add them if they relate to your initial objective.
- Instructions are an important part of any questionnaire.
Example: Please spare your valuable 10 minutes to fill in the questionnaire.
- Separate instructions to be added to specific questions wherever necessary (word limit for open ended questions, etc.)
- Disclaimer is a necessary component as far as an ethical end is concerned.
Example: This survey is strictly for the purpose of research and the information provided will not be shared with others.
- A "Thank You" at the end is good to add.
- Decide whether or not to share the results of the survey with the respondents and include the details accordingly.
- We then worked on an assignment on Google Forms and created questionnaires and forwarded it to study responses.

Session 2

The final session was on ANOVA, Correlation and Regression using SPSS by Dr. P. S. Vishwanadh. There was a talk on hypothesis and the various methods used, that is, T-test, Z-test ANOVA/F test.

These concepts were worked out practically on the SPSS software.

