



# THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma  
Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

**NAME OF THE DEPARTMENT: PG & RESEARCH DEPARTMENT OF  
COMMERCE**

**SUBJECT : BUSINESS RESEARCH METHODS**

**TOPIC : INTRODUCTION TO RESEARCH**

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# Introduction to Research

Research can be an intimidating but rewarding process. It allows you to gain additional knowledge on a topic, assemble outside support, and provide credibility for your assertions. Think about research as a treasure hunt: be patient and curious, the two primary qualities of a good researcher.

# Purpose of Research

The purpose of research is to further understand the world and to learn how this knowledge can be applied to better everyday life. It is an integral part of problem solving.

Although research can take many forms, there are three main purposes of research:

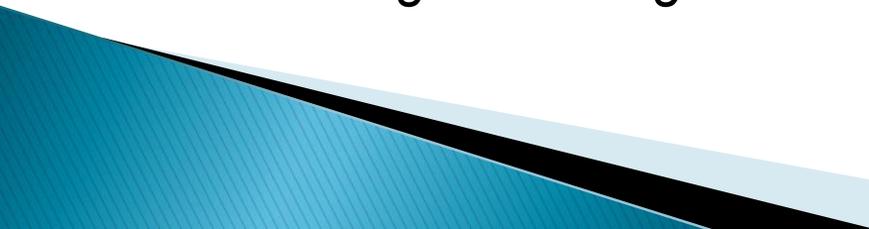
- 1.Exploratory
  - 2.Descriptive
  - 3.Explanatory
- 

# Characteristics of Research

There are Eight characteristics that all research projects should have.

These are:

- 1. Empirical** – based on proven scientific methods derived from real-life observations and experiments.
  - 2. Logical** – follows sequential procedures based on valid principles.
  - 3. Cyclic** – research begins with a question and ends with a question, i.e. research should lead to a new line of questioning.
  - 4. Controlled** – vigorous measures put into place to keep all variables constant, except those under investigation.
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- 5. Hypothesis-based** – the research design generates data that sufficiently meets the research objectives and can prove or disprove the hypothesis. It makes the research study repeatable and gives credibility to the results.
  - 6. Analytical** – data is generated, recorded and analyzed using proven techniques to ensure high accuracy and repeatability while minimizing potential errors and anomalies.
  - 7. Objective** – sound judgment is used by the researcher to ensure that the research findings are valid.
  - 8. Statistical treatment** – statistical treatment is used to transform the available data into something more meaningful from which knowledge can be gained.
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# Methods of Research

Research methods for data collection fall into one of two categories: inductive methods or deductive methods.

Inductive research methods focus on the analysis of an observation and are usually associated with qualitative research. Deductive research methods focus on the verification of an observation and are typically associated with quantitative research.



# Scientific Method of Research

The scientific method is a process for experimentation that is used to explore observations and answer questions. Does this mean all scientists follow *exactly* this process? No. Some areas of science can be more easily tested than others. For example, scientists studying how stars change as they age or how dinosaurs digested their food cannot fast-forward a star's life by a million years or run medical exams on feeding dinosaurs to test their hypotheses. When direct experimentation is not possible, scientists modify the scientific method.



# Types of Research

Research is about using established methods to investigate a problem or question in detail with the aim of generating new knowledge about it.

It is a vital tool for scientific advancement because it allows researchers to prove or refute hypotheses based on clearly defined parameters, environments and assumptions. Due to this, it enables us to confidently contribute to knowledge as it allows research to be verified and replicated.

Knowing the types of research and what each of them focuses on will allow you to better plan your project, utilizes the most appropriate methodologies and techniques and better communicate your findings to other researchers and supervisors.

# According to its Purpose

## **Theoretical Research**

Theoretical research, also referred to as pure or basic research, focuses on generating knowledge, regardless of its practical application. Here, data collection is used to generate new general concepts for a better understanding of a particular field or to answer a theoretical research question.