



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 :RESEARCH METHODOLOGY

TOPIC : INTRODUCTION TO RESEARCH METHODOLOGY

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RESEARCH METHODOLOGY



Meaning of Research


Research in common parlance refers to a search for knowledge. One can also define research as a scientific & systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.





Definition

Research is defined as the creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings.






Objectives of Research

- To know about unknown
- To describe the features
- To explain phenomenon
- To predict future activities
- To influence activities



Types of Research

- **Descriptive research** – includes surveys and fact-finding enquiries of different kinds.
 - **Analytical research** - The researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.
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Types of Research

- **Applied research** - aims at finding a solution for an immediate problem facing a society or an industrial/business organization.
- **Fundamental research** is mainly concerned with generalizations and with the formulation of a theory



Types of Research

- **Quantitative research** is based on the measurement of quantity or amount
- **Qualitative research**, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind.




Types of Research

- **Conceptual research** is that related to some abstract idea(s) or theory.
- **Empirical research** relies on experience or observation alone, often without due regard for system and theory



Research Process

- Formulating Research Problems
 - Extensive Literature Survey
 - Developing the hypothesis
 - Preparing the research design
 - Collecting the data
 - Execution of project
 - Analysis of Data
 - Hypothesis Testing
 - Generalization and Interpretation
 - Preparation of the report or present of the results
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Research Approaches

- It is concerned with subjective assessment of attitudes, opinions and behavior. Quantitative approach involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This approach can be further sub-classified into inferential, experimental and simulation approaches to research.