



SRI AKILANDESWARI WOMEN'S COLLEGE, WANDIWASH

RESEARCH METHODOLOGY

Class : II PG M.com

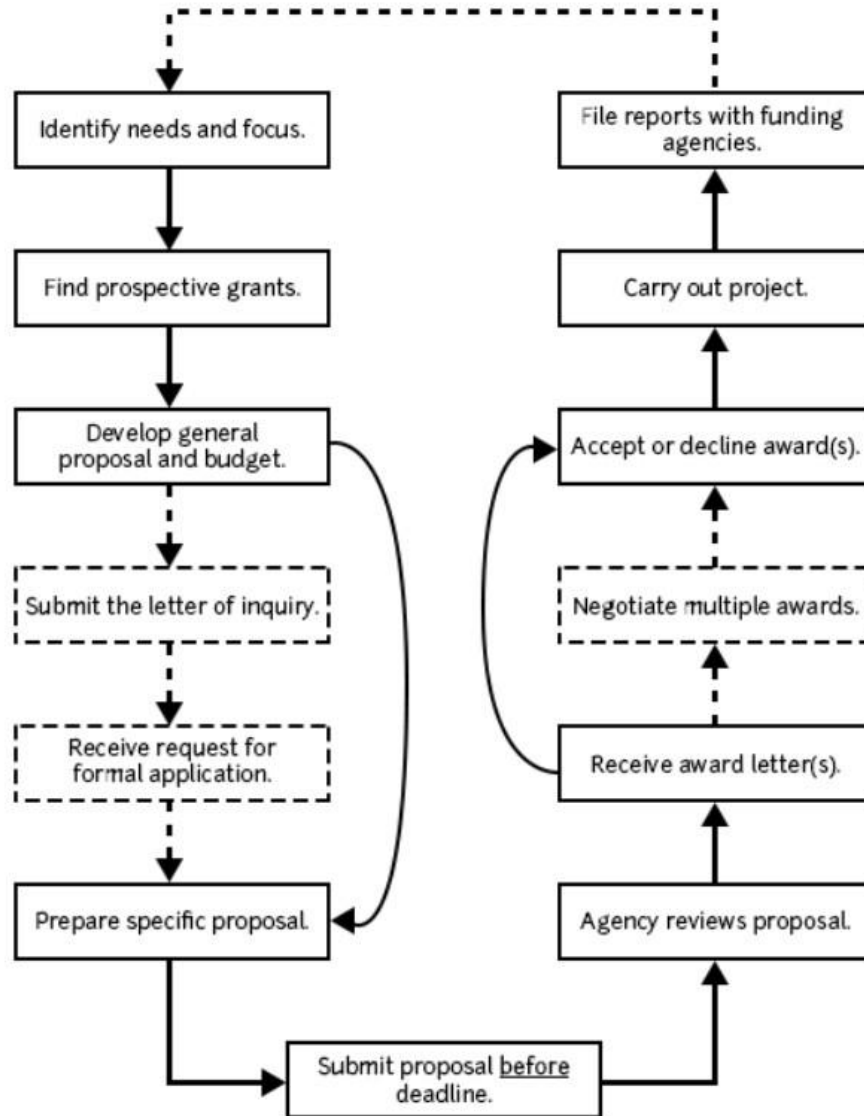
Mrs. B. PREETHI

**Head and Assistant
Professor Department
of Commerce**

SWAMY ABEDHANADHA EDUCATIONAL TRUST, WANDIWASH

“Research is a systematized effort to gain new knowledge”.
-Redman and Mory.

Diagram 1. The Grant Writing Process



- - - - - Dashed lines indicate possible additional steps.

Identifying the Area

- What is the topic? Why is this topic important?
- What are the research questions that you're trying to answer? What relevance do your research questions have?
- What are your hypotheses?
- What are your research methods?
- Why is your research/project important? What is its significance?
- Do you plan on using quantitative methods? Qualitative methods? Both?
- Will you be undertaking experimental research? Clinical research?

Topic Identification

- Impact Evaluation of PM Ujjwala Yojana in Scaling-up the Adoption of Clean Cooking Fuels and Reducing the Adverse Health Hazards among Women: A Study in Kalyan-Karnataka Region (KKR), Karnataka
- Impact of PM Awas Yojana in Improving the Sustainable Livelihood of Beneficiaries in Urban Areas of Kannauj District.
- Impact of Micro-financing on Entrepreneurial Development of Rural Women: An Empirical Study of Women Self-Help Groups Mobilized Under Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) Scheme in Haryana.

- PM Fasal Bima Yojana: A Study of Effectiveness and Impact of Risk Mitigation, Income Stability and Well-Being of Farmers.
- A study on Socio-Cultural impact of Growing Nuclear Family practice among Youngsters.
- A study of effectiveness of Online Learning: Students Motivation ,Receptive and Perception

Abstíac

t

The abstract provides readers with their first impression of your project. To remind themselves of your proposal, readers may glance at your abstract when making their final recommendations, so it may also serve as their last impression of your project.

The abstract should explain the key elements of your research project in the future tense.

Most abstracts state: (1) the general purpose, (2) specific goals, (3) research design, (4) methods, and (5) significance (contribution and rationale). Be as explicit as possible in your abstract.

Use statements such as, “The objective of this study is to ...”

Intíoductio

n

The intíoduction should coveí the key elements of youí píoposal, including a statement of the píoblem, the puípose of íeseaích, íeseaích goals oí objectives, and significance of the íeseaích.

The statement of píoblem should píovide a backgíound and íationale foí the píoject and establish the need and íelevance of the íeseaích.

How is youí píoject diffeíent fíom píevious íeseaích on the same topic?

Will you be using new methodologies oí coveíng new theoíetical teííitoíy?

Literature Review

Major Research Works Reviewed:

1) International and

2) National

3) Not less than 15 to 20 important works

Identification of Research Gap

A research gap is, simply, a topic or area for which missing or insufficient information limits the ability to reach a conclusion for a question.

It should not be confused with a research question, however.

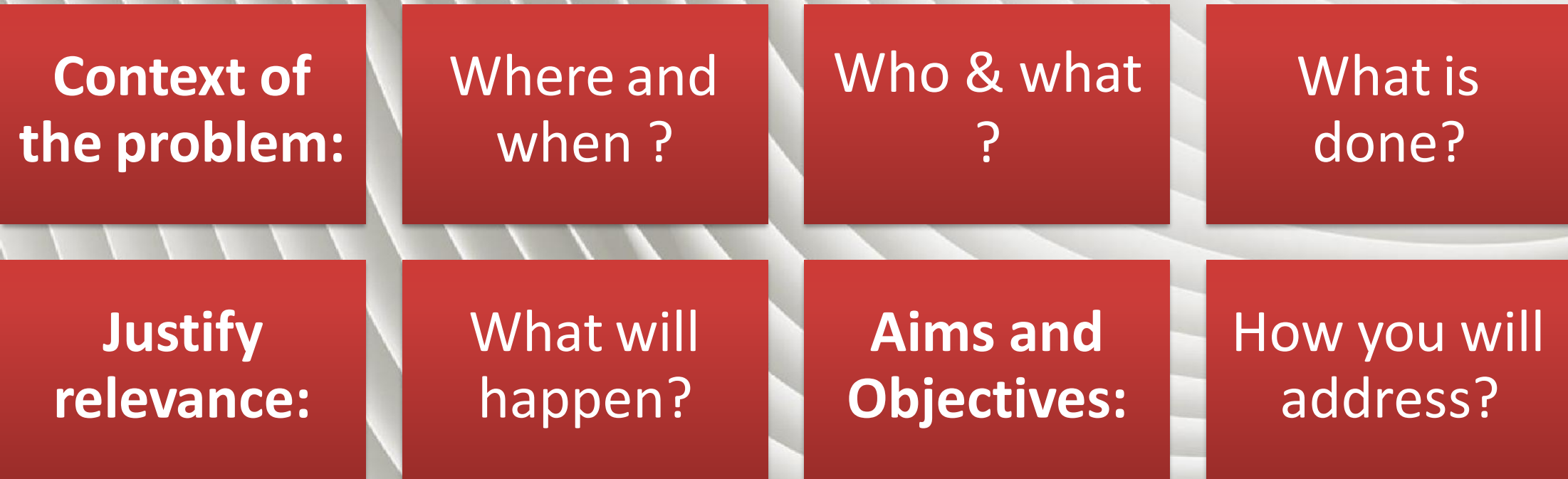
For example, if we ask the research question of what the healthiest diet for humans is, we would find many studies and possible answers to this question.

On the other hand, if we were to ask the research question of what are the effects of antidepressants on pregnant women, we would not find much-existing data.

This is a research gap.

When we identify a research gap, we identify a direction for potentially new and exciting research.

Problem Statement-Major Research Questions



Proposed Research Methodology

Research Approach: This study will include both qualitative and quantitative research.

Research Design: The research design will be causal. This design is relevant for the study as it would involve exploring the factors influencing the level of awareness amongst the residents, utilisation, and effectiveness of the **scheme or process**. This will determine the nature and extent of the cause-and-effect relationship between the relevant independent and dependent factors relating to scheme.

• **Research Instruments:** The research tools and instruments used for the study comprises data collection through field and web-based surveys, structured questionnaire, in-depth interviews & observation. The study will use SPSS and other related software.

• **Research Analysis:** The data analysis will cover both frequency and inferential analysis involving testing hypotheses using various statistical tools such as parametric and non-parametric tests.

• **Background information on research methods/ tools:** When using tools/ methods that the readers may be unfamiliar with, the research will provide background information about these methods/ tools when using them.

• **Sampling Procedure:** The sampling procedure will define the geographic coverage and its demographic features in each target group. The sample size will be calculated under each defined population using probability sampling techniques.

• **Scope of the Research:** The present study will cover seven districts of the **Western/ Eastern region of Maharashtra** state comprising **Palghar, Thane, Mumbai Suburban, Mumbai City, Raigad, Ratnagiri, and Sindhudurg**.

Objectives of the Study

RESEARCH AIM AND OBJECTIVES

RESEARCH AIM

The research aim refers to the overarching goal or purpose of a research study, stating what the researcher intends to achieve or investigate. It provides direction and focus to the research, guiding the selection of research questions, methods, and data analysis to address specific objectives and contribute to existing knowledge in the field.

RESEARCH OBJECTIVES

Research objectives are specific and measurable goals that outline what the researcher will accomplish within a study. They are derived from the research aim and serve as the building blocks for the research design, helping to define the scope, identify the variables to be studied, and guide data collection and analysis to ultimately fulfill the research aim.

Objectives of the Study

RESEARCH OBJECTIVES

- Research objectives are the specific actions proposed to answer the research questions .
- Objectives indicate what we are trying to get from the study or the expected results or outcomes of the study.
- They are closely related to the statement of the problem.

Objectives of the Study

Importance/need of research objectives

The research objectives enlighten the way in which researcher has to proceed.

The research objectives will help to focus the study.

It facilitates in development of methodology.

It guides the information to be collected.

The research objectives helps to identify and describes the variable of study

Objectives of the Study

Cont.....

The formulation of research objectives helps to organize the study into clearly defined parts or phases.

It help to orient the collection, analysis, interpretation & utilization of data.

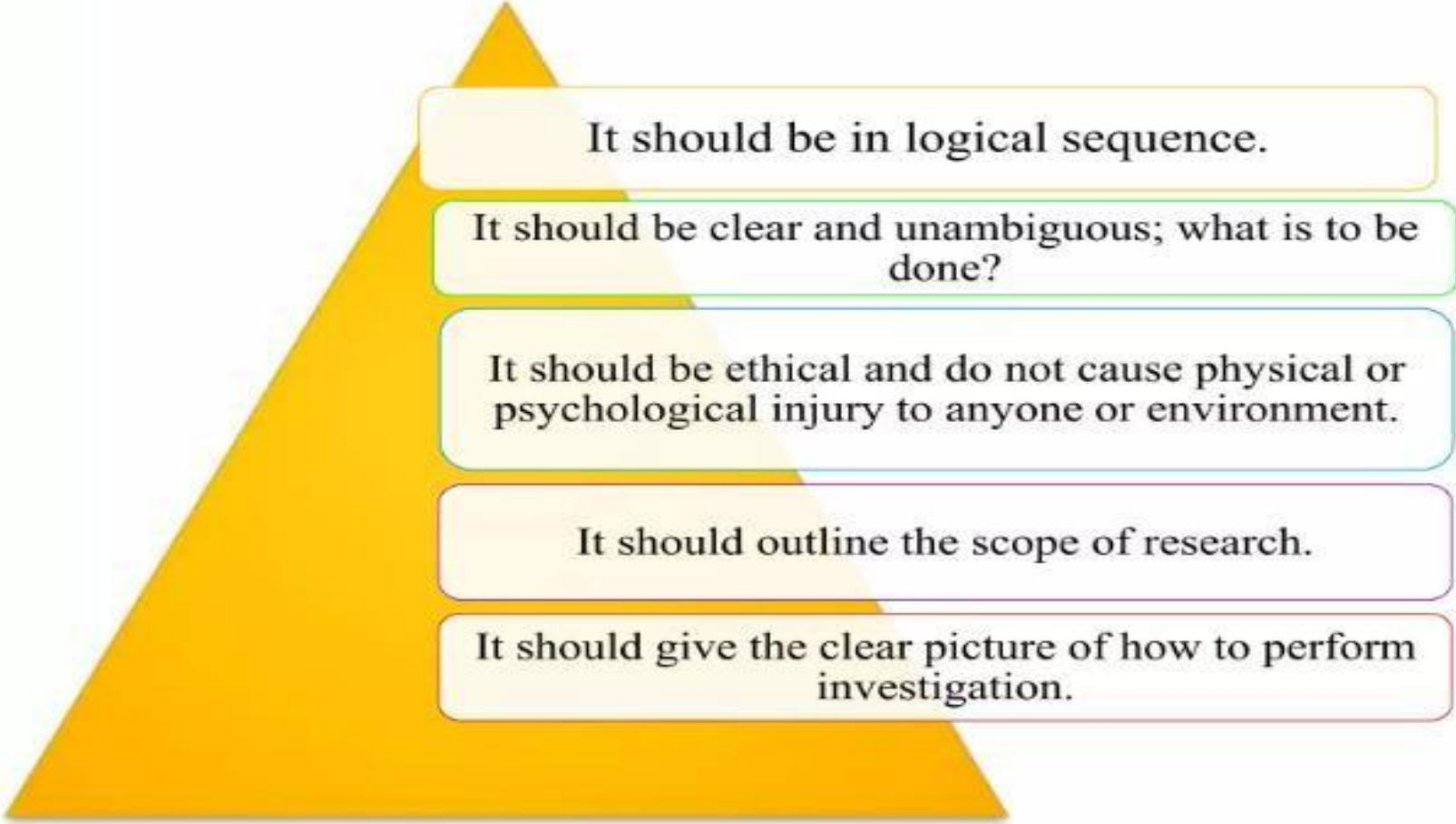
The research objectives will help to identifying the relationship and differences of variable.

They are closely related to the statement of problem.

The objectives of research summarize what to be achieved by the study.

Characteristics of research Objectives

Characteristics of research objectives



It should be in logical sequence.

It should be clear and unambiguous; what is to be done?

It should be ethical and do not cause physical or psychological injury to anyone or environment.

It should outline the scope of research.

It should give the clear picture of how to perform investigation.

The Research objectives should SMART

- S** • Specific
- M** • Measurable
- A** • Attainable
- R** • Relevant
- T** • Time-Bound

Methods

Methods of writing the objectives of research

The guidelines while writing the objectives of research are:

- The objectives should be presented briefly and concisely.
- They should cover the different aspects of problems & its contributing factors in logical sequence.
- The objectives should clearly phrased in operational terms, specifying exactly what a researcher is going to do , where and for what purpose.
- The objectives should be realistic and the researcher should considered local conditions while writing research objectives.
- Use action words that are specified enough to be evaluated.
- Example of action words are : to determine, to find out ,to access ,to identify, to verify, to calculate etc.

Activity

Activity

Problem of statement:

To compare the level of motivation of teachers of public and private sector

Objectives: Find out which of the following objectives are general or specific?

- 1.To find out the factors that affects the level of motivation of teachers.
- 2.To investigate the difference in motivation level of teachers in public and private schools.
- 3.To compare the level of motivation of male and female teachers of the public and private sector.

Hypothesis

To help you formulate a promising research hypothesis, you should ask yourself following questions:

1. Is the language clear and focused?
2. What is the relationship between your hypothesis and your research topic?
3. Is your hypothesis testable? If yes, then how?
4. What are the possible explanations that you might want to explore?
5. Does your hypothesis include both an independent and dependent variable?
6. Can you manipulate your variables without hampering the ethical standards?
7. Does your research predict the relationship and outcome?
8. Is your research simple and concise (avoids wordiness)?
9. Is it clear with no ambiguity or assumptions about the readers' knowledge?
10. Is your research observable and testable results?
11. Is it relevant and specific to the research question or problem?

Hypothesis

CHECKLIST TO EVALUATE THE EFFECTIVENESS OF YOUR RESEARCH HYPOTHESIS

- Does your research predict the relationship and outcome
- Is your research simple and concise – avoid wordiness
- Is it clear with no ambiguity or assumptions about the readers' knowledge
- Is your research observable and testable results
- Is it relevant and specific to the research question or problem



Hypothesis testing is a statistical tool which is used to make inferences about a population data to draw conclusions for a particular hypothesis.

Benefit to Society and Policy Makers

- The study will recommend possible measures by the Govt Authorities to..
- The study's findings will also be useful to the Government authorities to initiate appropriate measures further to strengthen the awareness...
- These findings will be useful to policymakers for reviewing the scheme's effectiveness. The policymakers can identify ways to increase the accessibility...
- The policymakers can also identify potential locations in ...