

RESEARCH

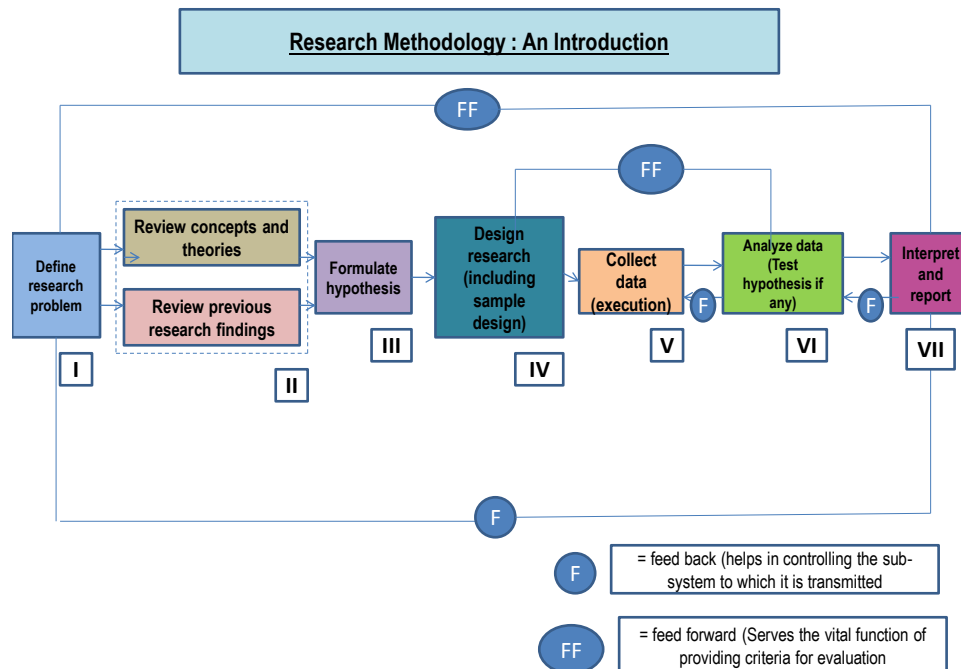
To utilize the diversity of KASBIT by promoting scholarly excellence in research by building a community of students, faculty, alumni and supporting professional visibility by advising corporate sector and policy makers to meet the challenges of global world

Research is a search for knowledge and knowledge alone itself has no meaning. However Knowledge with facts has meanings. A researcher is one who interprets the facts, so research is the creation of such knowledge. Research is not just gathering information or the transportation of facts. It is the systematic process of collecting analyzing information (data) in order to understand the phenomena about what we are concerned or interested.

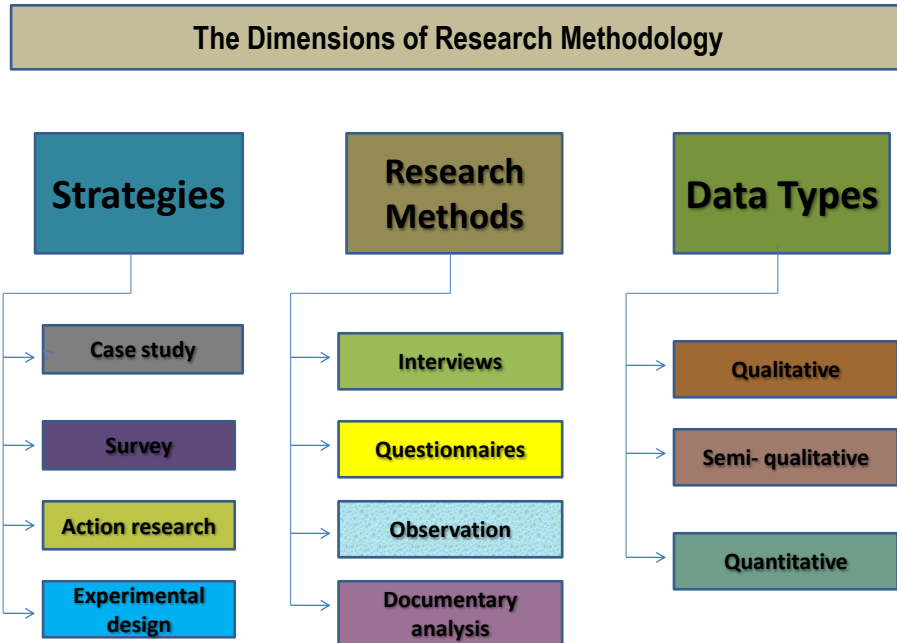
Research plays a key role in the expansion of human knowledge and making the benefit of such an expansion available to society.

Further some flow charts were taught which are given below.

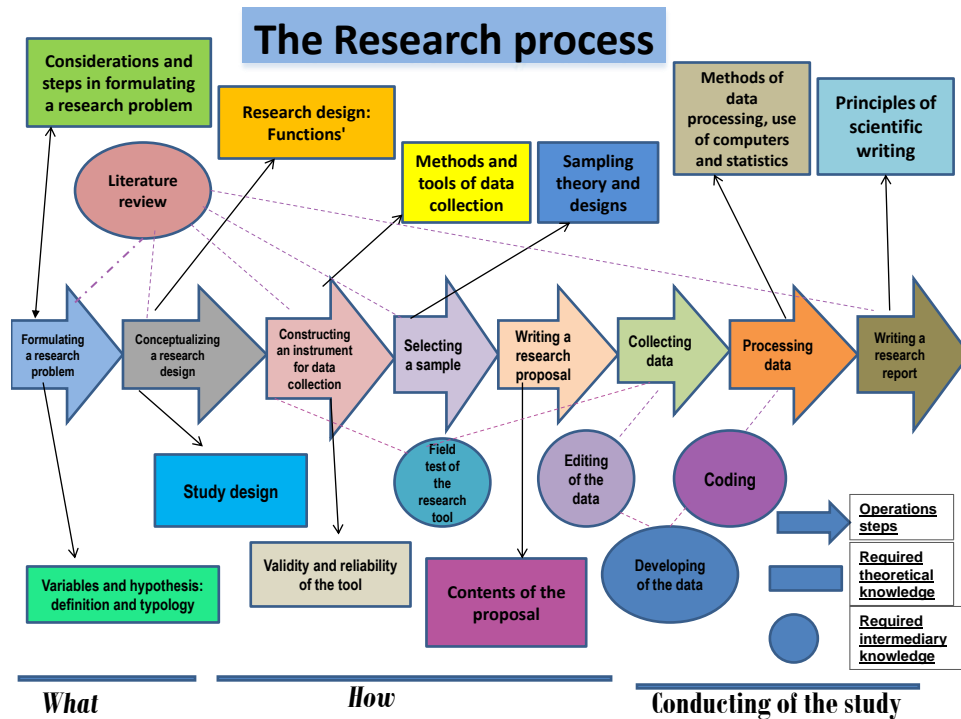
Research Methodology: An Introduction



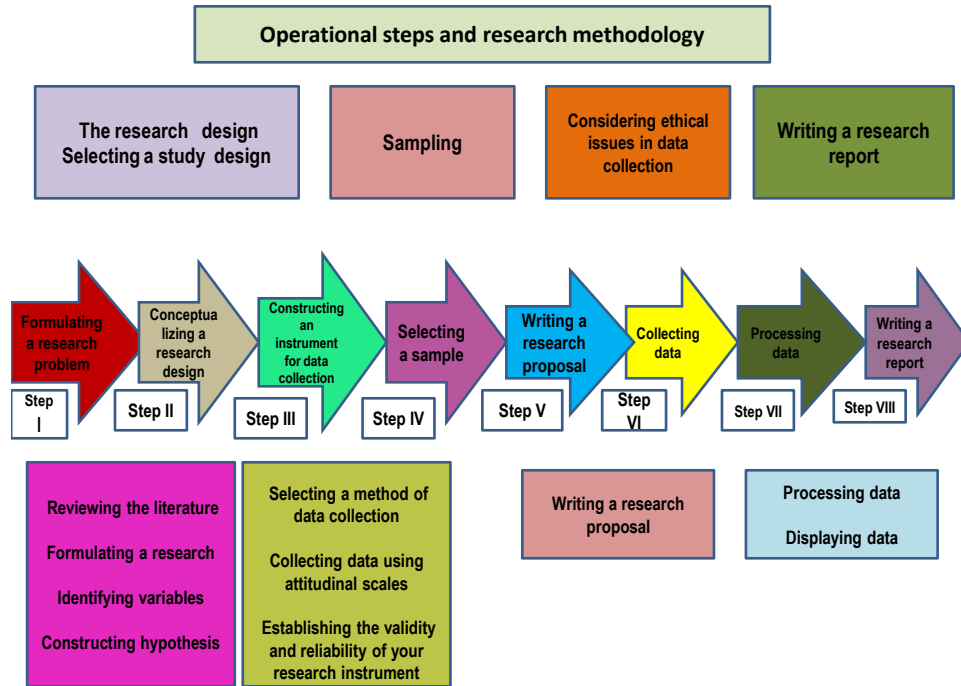
The Dimensions of Research Methodology



The Research process



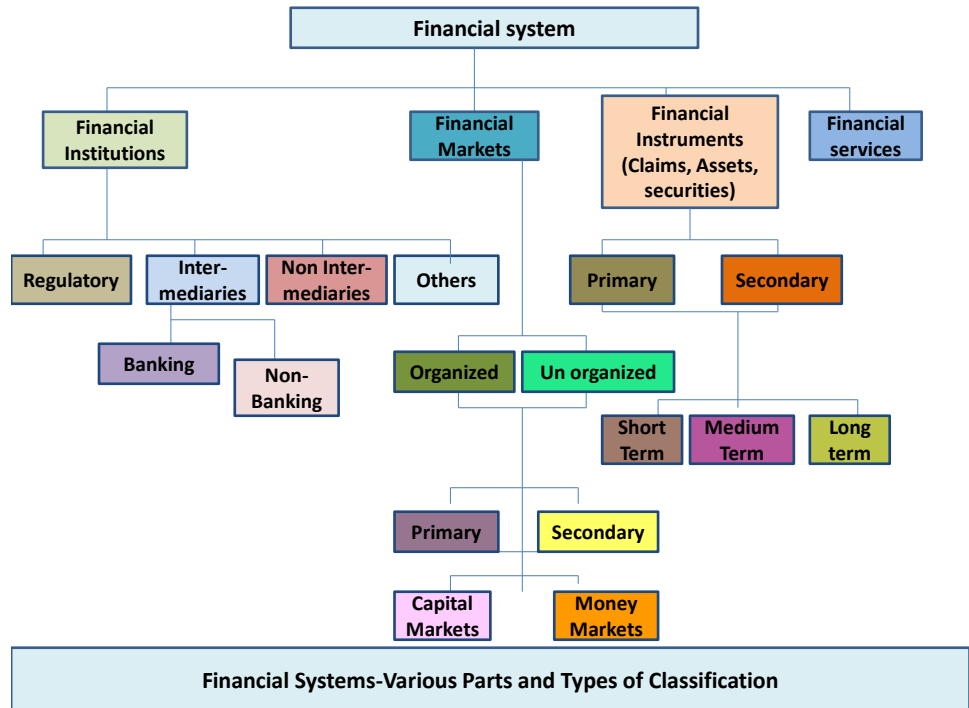
Operational steps and research methodology



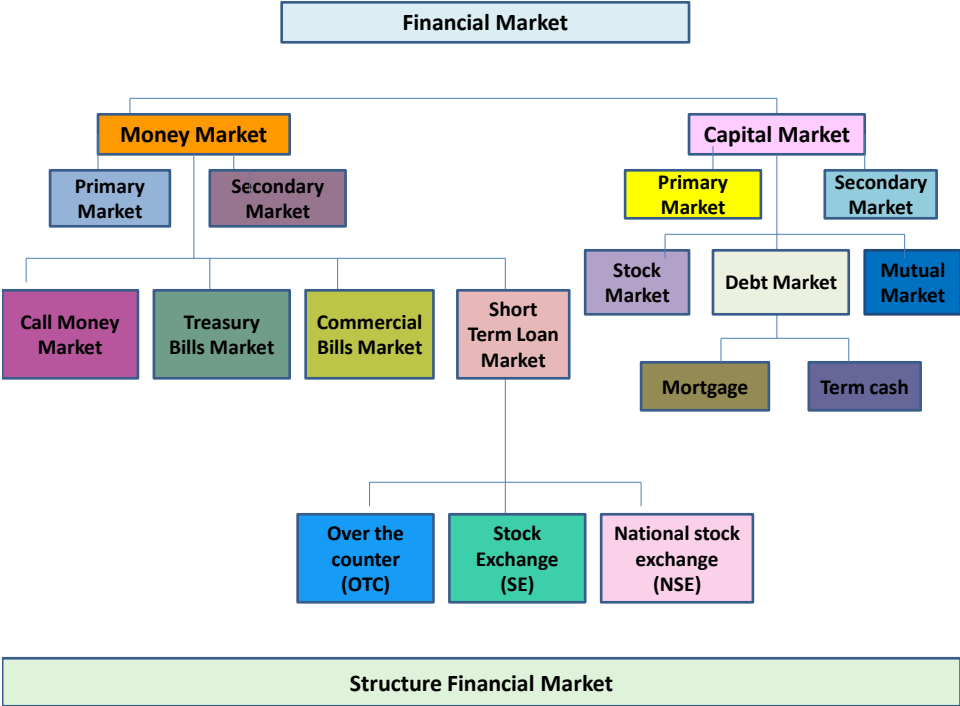
FINANCIAL MARKET RESEARCH:

In the first workshop session of Financial Market Research the students were given the knowledge about the Introduction of Research and its meanings. Some of the briefs are given below.

Financial system



Financial Market



Why Research?

The 2nd Workshop session was based on the Topic “Why Research”.

- Research is to face a challenge.
- To solve a problem.
- To serve the society.
- To get a degree.
- To get respectability.

Survey Research

- A survey is a means of gathering information about the characteristics, actions or opinions of a large group of people, referred to as population.
- Questionnaire survey is the popular method used in surveys.
- However surveys are also used as methods of interviews, observation and documentation.

Characteristics

1. Descriptive survey
2. Explanatory survey
3. Exploratory survey

Questionnaire Survey Method

- A form containing a set of questions, especially one address to a statistically significant number of students as a way of gathering information for a survey.
- A list of questions –Principally used to collect socio economic or political data on individuals or households.

CASE STUDY

A case study is as an intensive, detailed description and analysis of a particular individual, group or event.

Types of Case studies

Explanatory cases

It implies, aim at explaining causes underlying phenomena. In explanatory case studies, field work and data collection is undertaken former to the definition of Research.

Descriptive cases aim essentially to document or classify a situation.

CASE STUDY FRAME WORK

1. Obtain access and agree outline research objectives.
2. Refine research questions and agree research methods.
3. Prepare research instruments.
4. Carry out field work.
5. Analyse data, discuss findings and refine conclusions.
6. Write the case study.

ABSTRACT WRITING

- The abstract is a mini- version of the thesis. It is a summary of the “Information” the thesis contains. Abstract covers what, why, who, when, how? Some extra information and procedure.

Abstract – What?

The abstract of a thesis or article is a short summary that explains the main argument (s) topic (s) or findings.

Abstract – Why?

There should be no need to look elsewhere in the thesis for an understanding of what is said in the abstract.

Abstract – Who?

Keep the Abstract short and simple for the readers who may have no idea of the areas the abstract covers.

Abstract – When?

After thinking through the objective how conclusions and recommendation has been carried out.

Abstract – How?

- It should be very concise with a maximum length of 50 % (Outside the header and the formatting line).
- It should be written in the past tense.
- Cannot use the word “I” or “We” instead use “the author”.
- Use British or American english but not both.
- No abbreviation or acronyms should be used. If need to explain then first use full forms then use the short version.
- Do not translate direct from your language
- Do not copy the same structure as your own language abstract.
- The abstract can be written as a one large paragraph or for easy reading paragraphs can also be used.

Paragraph 1 Objectives and scope

Paragraph 2 Description of the methods used.

Paragraph 3 a summary of the results.

Paragraph 4 recommendation.

- The abstract is the first thing a reader reads. It is an indication of the quality of your thesis and what is to come for the reader . Impressions drawn from the reading of the abstract greatly impact the reading of your thesis.

LITERATURE REVIEW

Literature review is an exercise that summarizes and discusses what has been previously published on a topic and explores the past research and its strengths and weaknesses.

Objectives

- It provides theories, ideas, explanation or hypotheses which may prove useful in the formulation of a new problem.
- It indicates whether the evidence already available solves the problem adequately without requiring further investigation. It avoids the replication.
- It provides the sources of hypotheses .The researcher can formulate research hypotheses on the basis of available studies.
- It suggests method, procedure, sources of data and statistical technique appropriate to the solution of the problem.
- It locates comparative data and findings useful in the interpretation and discussion of results. The conclusions drawn in the related studies may be significantly compared and may be used as the subject for the findings of the study.
- It helps in developing experts and general scholarship of the investigator in the area investigated.

Why?

- Bring clarity and focus on our research problem.
- Improve our methodology.
- Broaden our knowledge base in the research area.
- Contextualize our findings.

Writing the Literature review

- Always begin with an introduction to the review & end with a summary.
- Make the connection for the reader between the subtopics & the topic.
- Use direct quotations infrequently.
- Always cite your source
- Present your knowledge on the topics & subtopics
- Summarize each topic.
- Include a transition paragraph from one subtopic to the next.

QUESTIONNAIRE METHOD

Questionnaire is a job analysis method. It is a method to obtain information from a large number of employees.

- Meaning: A Questionnaire consists of a set of well formulated questions that the respondents have to answer in a set format.

Steps:

1. Identification of research issues and finalization of the set of hypothesis.
2. For each issue, formulation of a set of questions and then deciding about the content and format of each question.
3. Deciding question wording depending upon the type of questions.
4. Arrangement of questions in the questionnaire in appropriate sequence and also deciding the format of the questionnaire.
5. Pre testing Questionnaire.
6. Review of the questionnaire for improvements.

Types of Questionnaire

- Open ended Questionnaire.
- Close ended Questionnaire.

Open ended Questionnaire

- An open questionnaire requires a response that cannot be answered with one or two word answers.

Close ended Questionnaire

- Closed questions are those that require one or two word answer.

Category of Questions

- KNOWLEDGE
- COMPREHENSION
- APPLICATION
- ANALYSIS
- SYNTHESIS
- EVALUATION

HYPOTHESIS

A hypothesis is a speculative statement that is subjected to verification through a research study. In formulating a hypothesis it is important to ensure that it is simple, specific and conceptually clear: is able to be verified.

- Restate problem as a testable prediction.
- State the relationship between two factors that can be tested.

Types of Hypothesis

Phase 1 Formulate your hunch or assumption.

Phase 2 Collect the required data.

Phase 3 Analyze data to draw conclusions about the hunch true or false.

There are two types of Hypothesis

- Null, H_0 (no difference in means)

$$\mu_1 - \mu_2 = H_a$$

Null hypothesis is formulated only to test whether there is a relationship between variables related to the problem being studied.

- Alternative , H_a

$$\mu_1 - \mu_2 \neq 0$$

$$\mu_1 > \mu_2$$

$$\mu_1 < \mu_2$$

Alternative hypothesis is a statement which is accepted after the null hypothesis is based on test result

BIBLIOGRAPHY

Bibliography is an alphabetical list of all sources that we consult or use for projects, reports and research including books, magazine, news paper, CD-ROMS, websites, interviews, encyclopedias, video clips and images (pictures)

References are those that have been referenced in your article or book.

Commonly use styles are APA, MLA or Chicago which provide a platform for academic dialogue within a discipline.

Why do we write bibliographies?

- To acknowledge our sources (show
- Where we found the information)
- To give our readers information to
- Identify and consult our sources
- To make sure our information is accurate
- To show academic honesty

What if we don't include a bibliography?

- This is called plagiarism (using another person's words, pictures or ideas without giving them credit).
- To avoid plagiarism, we give credit to our sources by citing them in our bibliography.