

THE TRIPLE – PRINCIPLE OF MANAGEMENT RESEARCH

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(Recognized Senior Research Guide)

Research in the area of business management necessitates a pragmatic and realistic approach based on scientific methodology, analysis, consistence and logical rationality. The role of ethical procedures in Business Research are of paramount importance.

Three fundamental aspects in the domain of research consists of:

- (a) The Candidate / Researcher
- (b) The Topic and Research work
- (c) The Guide

I. Candidate :

A candidate may develop to desire to do some research in an area of management. But he has to find out for himself as to what exactly prompts or motivates him to do the research.

- (i) Is it due to an unquenchable thirst to know and search for the unknown features of the problem of his interest
- (ii) Is it due to curiosity or inquisitiveness than an idea originated necessitating research
- (iii) Is it due to his observations / studies relating to particular problem in management
- (iv) Is it due to some suggestions of experts or friends or earlier researchers
- (v) Is it for obtaining a Ph.D degree of a university for furthering his prospects

Research is a search for “truth” in any area of knowledge. Accurate theoretical principles can be formulated on the basis of scientific methodology, usage of reliable

data, statistical reasoning, and logically consistent procedures. Research is not an investigation that is carried out hurriedly on the basis of some survey or facts and figures obtained haphazardly in an irrelevant, disorganized or erroneous manner so as to arrive at some conclusion which may be totally false and meaningless.

If a researcher has found a satisfactory answer to anyone of the questions (i) to (v) stated earlier, it is imperative for him to search for his own preparedness for embarking on a lively research venture of much significance. It should be supported by a thorough and appropriate study pertaining to the subject / area of his research of a good lot of literature comprising of a number of books on the subject by renowned authors, research journals, relevant records, reliable sources through the internet. Discussions with subject / research experts would be quite helpful. He can as well consult researchers world wide who have carried out research on similar problems.

In short his quest for literature should be exhaustive, up to date as well as comprehensive. Genuine research qualifies a candidate's competence.

In regard to research towards a doctoral degree a candidate should always prepare his research plan on the basis of a time frame for the completion of a valuable research

II. Research work :

In Research, it is necessary to take certain precautions. The following are some of them:

- (i) The topic should be carefully worded so as to convey precisely, clearly and appropriately the meaning and the exact nature of research. It should be based on adequate conceptual knowledge.
- (ii) The subject matter of research with which the topic is concerned should be of significant relevance and usefulness in furthering the frontiers of knowledge in the relevant discipline of management.
- (iii) The topic should be timely, lively, purposeful and necessity oriented.
- (iv) It should have relevance with the objectives and hypothesis of the research.
- (v) It is on the basis of an appropriate knowledge, factual information from maximum possible sources and after discussions with knowledgeable personalities and experts and researchers that a researcher should frame his topic.
- (iii) The research methodology should involve the necessary tools for validating or proving the hypotheses. Adequate precautions should be taken in collecting authentic primary data. Secondary data should be very much reliable.
- (iv) Necessary steps should be taken to avoid all types of errors that may creep into research. The sample size should be adequate and appropriate. Sampling errors should be eliminated or minimized.
- (v) Appropriate statistical testing of the data should be undertaken using t-test, chi square tests, analysis of variance and other suitable tests.
- (vi) Statistical Analysis should be consistent and relevant in interpreting various findings. Conclusions should be logical, realistic and entirely based on the research.

Research Work: Seven Procedural guidelines:

- (i) The objectives of the research should be well defined and should cover the totality of investigative aims and connected with the substance of research. The objectives should not generally exceed five. However the number of objectives depends on the extensive and exhaustive features and as well as on the depth of the research.
- (ii) Hypothesis/ Hypotheses should be consistent with the objectives of research. Hypotheses should be worded meaningfully, precisely, realistically and consistently so as to be provable and verifiable. Hypotheses should be adequate in accordance with the subject matter of research, much care should be taken in framing the hypotheses.
- (vii) Suggestions should not be flimsy, artificial and impracticable. They should be genuine and practical so as to be implementable. Recommendations should provide an authoritative edge to a researcher.

III. Candidate's Guide

If a candidate is carrying out his research towards a Ph.D degree, under the guidance of a recognized guide, it is necessary on his part to inform or personally meet his guide and appraise him in regard to the extent of his

research work. However the frequency of his meetings would depend on the convenience of his guide. A guide supervises and directs the resourcefulness of his candidate. Research should be progressive and consistent. Successes in research depends on the candidate along with the appropriate support, encouragement and benevolence of his guide.

Fifteen Errors to be avoided in research

- (i) Defining a research problem without clarity and focus. Framing the research topic incorrectly, inconsistently or ambiguously.
- (ii) Preparing a research design unrealistically and haphazardly
- (iii) Stating too many objectives without a purposeful focus
- (iv) Stating the hypotheses inappropriately, inconsistently, unrealistically or ambiguously.
- (v) Undertaking literature survey inadequately or improperly
- (vi) Using the wrong sampling design and unrepresentative sample size
- (vii) Using the scaling techniques wrongly
- (viii) Using inappropriate statistical techniques in the analytical processes
- (ix) Stating the findings incorrectly and making the interpretations absurdly
- (x) Drawing inappropriate conclusions and giving suggestions unrealistically
- (xi) Using too many references, quotations from various sources of secondary data, thereby producing a 'compilation of facts' and not any piece of research of originality.
- (xii) Usage of too many interned sources and a 'Bibliography' stating too many

book titles, some of which the researcher, perhaps may not have read or seen

- (xiii) An inexcusable error that may knowingly or unknowingly committed by a research is the misuse and abuse of statistical data.
- (xiv) Unpardonable copying of printed material of certain authors and unscrupulous and fraudulent usage of research work of others
- (xv) Copying is a punishable offence and should be avoided at any cost. Plagiarism is a crime in research and deserves punishment

Conclusion :

Research should be guided by purity, dignity, devotion and dedication. Researchers should strive to carry out genuine and original research through curiosity, enthusiasm, inquisitiveness and pains taking efforts and thereby promote the highest standards of research. Research is ten percent inspiration but ninety percent perspiration The Candidate, his Research and his Guide form a holy trinity – “The Triple Principle sanctity” in Management Research should prevail.

