

Research Methodology

Objectives:

- ✓ To *learn and practice* the *literature survey* aspects of projects and prepare the *scope and goals* for the proposed project.
- ✓ To *learn, practice and improve* the research presentation skills and with latest tools
- ✓ To *learn and understand* the research *publication ethics* and tools like *LaTeX*.

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Key words:

- ✓ Plagiarism
- ✓ Seminar
- ✓ LaTeX
- ✓ Journal
- ✓ Ethics
- ✓ Scopus
- ✓ Science Citation
- ✓ Web of Science
- ✓ Thomson Reuters & H-index

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Contents:

- ✓ Logical Thinking – Approach Towards Analytical Probing – Defining Problems – Perceptive Views of Conclusions – Selection of Project Domain – Publication Ethics–Tools and Evaluation –Basic Components of a Research Paper – Procedures and Processes –Journal Types–Scopus– Web of Science –Thomson Reuters–Science Citation Index–H-Index

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Contents:

- ✓ Google Citations–Selection of Tentative Project Area – Process of Literature Survey – Literature Survey Components and Procedures–Presentation of Selected Project Proposal – Oral Presentation Preparation of a Report on the Selected Project Proposal in LaTeX Format
- ✓ Attending Special Invited Lectures – Practical Orientation in Searching and Collecting Literature – Online Tools – Presenting a Seminar on Selected Project Proposal & Submitting Project Report Prepared Using LaTeX.

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Outcomes:

- ✓ Enable the student potentials to **organize, coordinate and focus** the research aptitude with **confidence**.
- ✓ Improve the awareness on **indexing, quality evaluation, author index of publications**
- ✓ Improve **the presentation skills** through seminars
- ✓ Expertise in **LaTeX** tool for report preparation

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Text Book / Reference:

1. Manav Aggarwal, ***Research Methodology Trends & Techniques***, Neha Publishers & Distributors, 2012, ISBN10: 9380902111
2. www.csus.edu/indiv/d/dowdenb/4/logical-reasoning.pdf

Research Methodology

Research can be defined as “*an activity that involves finding out, in a more or less systematic way, things you did not know*”. (Walliman and Walliman, 2011, p.7)

Methodology is “*the philosophical framework within which the research is conducted or the foundation upon which the research is based*” (Brown, 2006).

Research Methodology of a research describes **research methods, approaches and designs** in detail **highlighting** those used throughout the **study, justifying** the choice through **describing advantages and disadvantages of each approach and design** taking into account their **practical applicability** to our research.

Aims and Objectives of Research Methodology

Formulation of research *aims and objectives* in an appropriate manner is the most *important aspect* of your thesis because it determines....

The scope, depth and overall direction of the research

Common mistakes in formulation of research aims and objectives usually relate to the following

1. Choosing the topic too *broadly*
2. Setting *unrealistic* aims and objectives
3. Choosing research methods *incompatible* with the timeframe available

Example of SMART research objectives

The following is an example:

Research title: Effects of organizational culture on achieving its aims and objectives: a case study of Virgin Atlantic

Research aim: To assess the effects of Virgin Atlantic organizational culture on achievement of its aims and objectives

Following research objectives would facilitate the achievement of this aim

1. Analyzing the nature of **organizational culture** at Virgin Atlantic by September 1, 2017
2. Identifying factors impacting Virgin Atlantic organizational culture by September 16, 2017
3. Analyzing impacts of Virgin Atlantic organizational culture on **employee performances** by September 30, 2017
4. Providing **recommendations** to Virgin Atlantic strategic level management in terms of increasing the level of effectiveness of organizational culture by October 5, 2017