

## Guest Lecture on Research Methodology

By Rohit Nagraj,

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On 5<sup>th</sup> August 2017 This session was all about researches, types of research and methods of research. Research means search of knowledge, where it is a process of finding solution to a problem after thorough study and analysis of situational factors. A journey from unknown to known. A research is organized systematic, data based, critical, objective, scientific enquiry or investigation into a specific problem undertaken with the purpose of finding answers or solutions to it.

Commonly researched areas include marketing/branding; where it includes brand loyalty, product life cycle, product innovation, product positioning, modification, logos and image building; and in the area of operations; where it includes just-in-time systems, continuous improvement strategies and production efficiencies.

The objectives of a research are as follows:

1. To gain familiarity with a phenomenon or to achieve new insights into it.
2. To determine the frequency with which something occurs.
3. To portray accurately the characteristics of a particular individual, situation or a group.
4. To test hypothesis of a casual relationship between variables.

Research methodologies are:

1. Descriptive
2. Analytical
3. Applied
4. Fundamental
5. Quantitative
6. Qualitative
7. Empirical
8. One time research
9. Longitudinal research
10. Field setting
11. Diagnostic research
12. Decision oriented research

The session on research was very helpful and significant as it may be a part of master's and PhD thesis for career enhancement; and is also used for solving various operational and planning problems of business and industry; and nearly all government policies are formulated based on research.

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