

Research Methodology

Lesson 1 – Introduction of Research

by

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Objectives of this course

- To define the research.
- To understand how to develop problem statement.
- To identify the good research topic.
- To understand the content of proposal.

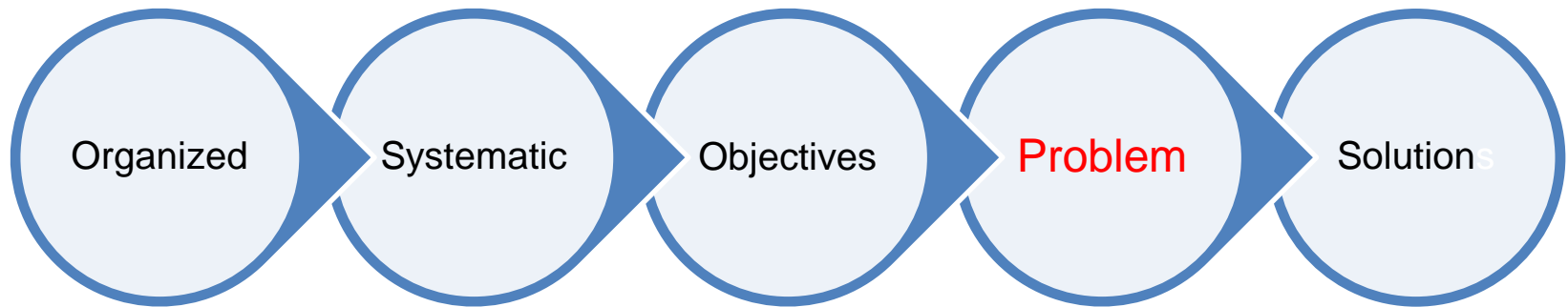
Course Synopsis

This course will explain the brief concept of research and its application to solve the company/industry problems. Besides that this course is also discussed the importance of theory or in absence of theory to explain the phenomena. The content of proposal and attributes of good research topics will help the students to understand better to prepare a scientific proposal.

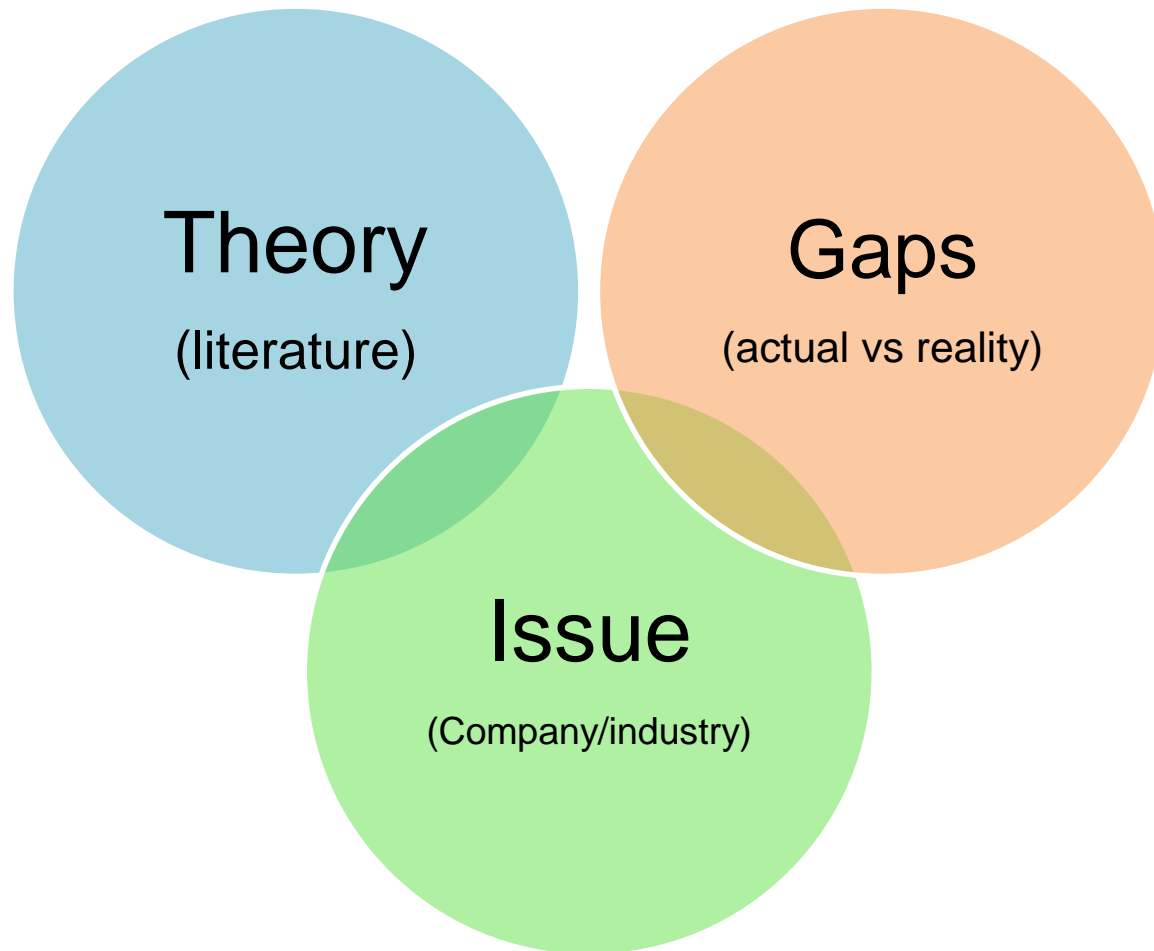
Expected Outcomes

1. In the end of lesson 1 the students are able to understand the nature of research and its application.
2. Students are expected to identify the research topic in advise of potential supervisor.

Research definition

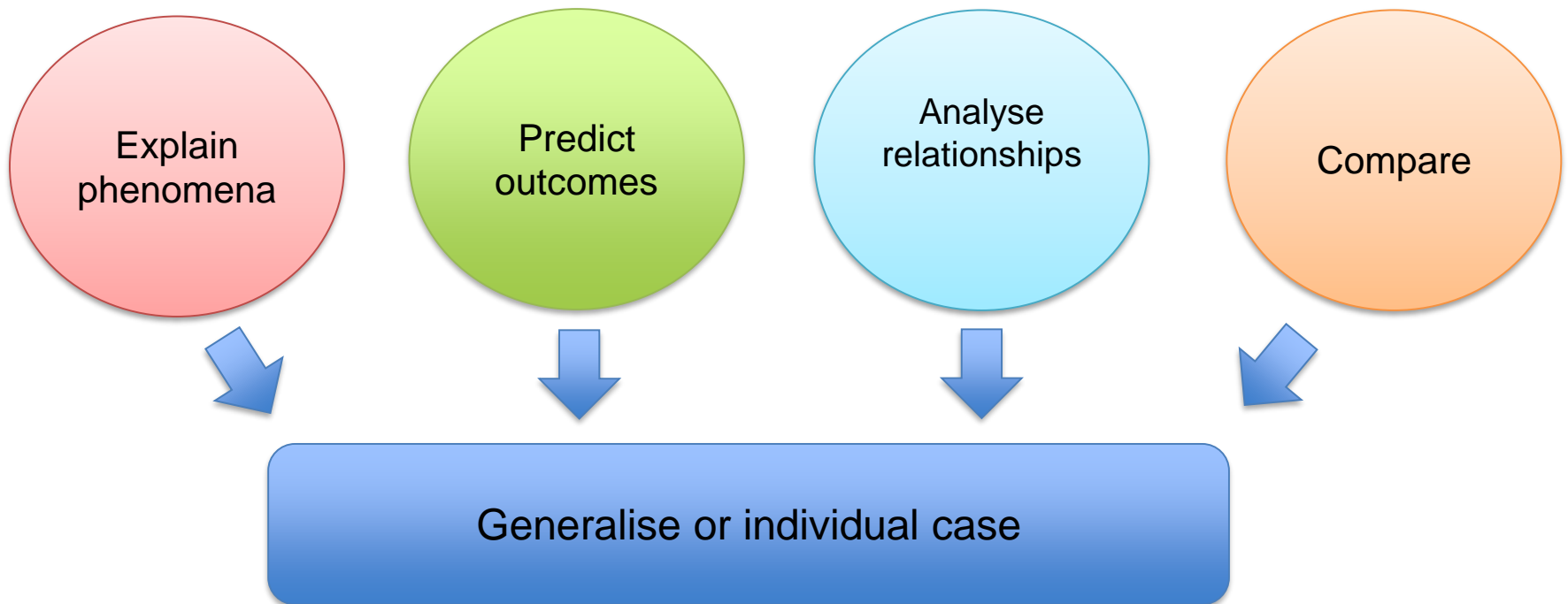


How do we start?



Do we need theory?

- What = Descriptive
- Why = Description and require analysis



Typology of theories

Grand

Middle-
range

Substantive
theories

Preparing proposal

- Organize ideas
- Convince audience
- Ethical requirements

Contents of research proposal

- Chapter 1 – Introduction
- Chapter 2 – Literature Review
- Chapter 3 – Methods

References

Appendix:

Cover letter

List of questionnaires/ list of interview questions

Chapter 1 – Introduction

- Background of study - **motivations**
- Problem statement – **gaps/issues**
- Research questions – **What, how, why?**
- Research objectives – **to examine? To explore?**
- Expected outcomes
 - Theoretical – **contribution to knowledge**
 - Practical – **company/ industry improvement**
 - Social – **society/ environment**
- Definition of key terms – **main variables**
- Structure of proposal - **ch 1; ch 2; ch 3; ch 4; & ch 5**

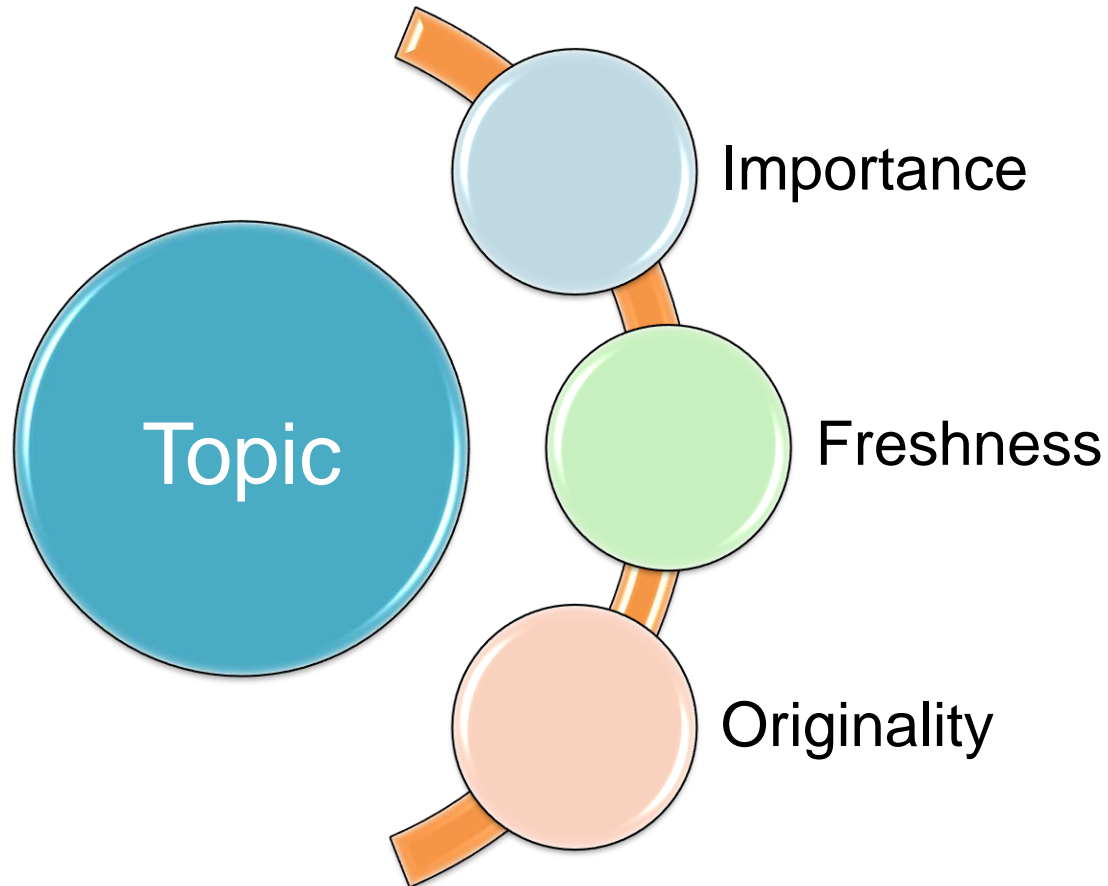
Chapter 2 – Literature Review

- Industry overview – **current and trend**
- Underpinning theory – **to explain the relationship**
- Independent variables (X) – **predictors**
- Dependent variables (Y) - **outcomes**
- Moderating variables (Z) - **third variable**
- Intervening variables (IVV)
- Control variables (if any)
- Proposed theoretical framework
- Hypothesis
- Summary of chapter

Chapter 3 - Methods

- Nature of study/ research design
- Population
- Sample
- Sampling technique
- Unit analysis
- Statistical analysis
- Summary of chapter

3 Elements of Good Topic



Proposal

- Appropriateness of methods.
- Strength of the argument.
- Fresh, clarity and organisation.
- Convincing use of evidence.
- The writing is clear and concise.
- The conclusions are accurate and supported by the content.

Summary

- The topic selection is critical for success of research.
- Theory is needed if you plan to conduct theory driven research.
- If the little information available then you can use “how” and “why” to start your research.