

## Book Review

# Research Methodology and its Applications in Management

Reviewed by Mukesh Chaturvedi, Sharda University, Greater Noida, India

*Research Methodology and Its Applications in Management*

Surabhi Singh

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₹ 500.00

105 pp

ISBN 978-9388804127

First thing first, any faculty of management that would pick up the book and scan it just by looking at the title, “Research Methodology and Its Applications in Management.” Students would be attracted by its size, a most handy source; not very bulky and scary, as the books on research usually are.

Research methodology is a step-by-step approach developed for a study, generally, involving field work. More of the authors try to present these steps laced with a lot of statistical tools and models making it more quantitative in nature. This creates difficulty for both the faculty and students. I am, personally, witness to the situation wherein a course on research methodology is taught by two areas, one for the approach and, the other, for the quantitative aspects. Ideally, it should be done more as a single module, all facets taken in an integrated manner.

The objective of the book is to help the readers, including young professionals, understand applications of research methodology in management practice. It also aspires to make it as simplistic as possible keeping the essence and import intact.

The book is organized in four chapters: Introduction, Research Design, Sampling, and Data Analysis. Catching the entirety of Research Methodology in just four chapters is quite commendable. I think, this is made possible by the sharp focus of the author. She doesn’t waste space on non-essential topics, for example, introduction covers introduction to research – nature and scope; and, scientific inquiry, scientific research in management, and the logic of the scientific method. The introduction also gives types of research – exploratory, descriptive, causal, quantitative and qualitative; and, how to identify variables. Further, the introduction outlines the steps in the research process, like Research problem identification, Reviewing of literature, Formulation of objectives and hypothesis, Research design process, and Types of measurement scale – Nominal, Ordinal, Interval and Ratio.

The chapter on research design introduces research design and explains classification of design in details giving different types of study – exploratory, descriptive, causal, experimental, non-experimental and quasi-experimental study designs. The chapter also outlines observation methods

– classified by the mode of administration; survey methods; methods of data collection – primary and secondary sources and instruments; and, measurement and scaling concepts – primary scales and a comparison of scaling techniques.

The third chapter, sampling, describes the nature of sampling, the steps in sampling design, and the target population. And, the fourth chapter, data analysis, enumerates, almost, all the essentials of data analysis – advanced data analysis techniques and use of SPSS; Preliminary analysis and interpretation of data; Choice of analysis techniques; Univariate and bivariate analysis; Statistics associated with frequency distribution, measurement of central tendency and variability; Introduction to hypothesis testing, cross tabulations; Statistics associated with cross tabulations; and, Parametric tests.

The fourth chapter is the longest chapter for it covers, almost, all the statistics required in practice, for example hypothesis testing, confidence intervals, Chi-square, Phi-coefficient, contingency coefficient, non-parametric tests, one-way analysis of variance, co-relation, and regression.

The main achievement of the book is the cases and practical exercises at the end of chapters. This is how the author brings about the 'Applications in Management' side of the theme. The cases are short, simple, and, in general, but, serve the purpose of the illustrations. They provide additional knowledge and make the understanding more complete.

Another good feature of the book is the well-defined scope of topics, due to which the chapters are developed to the requisite lengths only – neither too long, nor too short. They cover the main ideas and the key concepts. The style is lucid, the flow is swift, and the bite is crisp.

Overall, I find the book quite smart; smart get up and presentation. I would like to recommend it to all students and faculty of Research Methodology, for it can help develop a very clear understanding of the subject. It can also be a very useful source material for any subject having anything to do with 'Research' - be it social, be it marketing, and be it business. The weblink of the book is [https://www.amazon.in/Research-Methodology-its-Applications-Management-9789388804127/dp/B07QC3T4D2/ref=pd\\_rhf\\_dp\\_p\\_img\\_2?\\_encoding=UTF8&pssc=1&refRID=QB12S9JP6GMDYP3RTARE#customerReviews](https://www.amazon.in/Research-Methodology-its-Applications-Management-9789388804127/dp/B07QC3T4D2/ref=pd_rhf_dp_p_img_2?_encoding=UTF8&pssc=1&refRID=QB12S9JP6GMDYP3RTARE#customerReviews).