Introduction to Research

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Business Research

is simply the process of finding solutions to a problem after a targeted and systematic study and analysis of materials and sources. Along these lines, people (consumers, investors, managers) constantly engage themselves in exploring and examining issues – and hence are involved in some form of research activity – as they want to change mobile phone providers, buy a new car, go to the movies, invest in a business start-up or increase advertising expenditures in their role as a manager.

Research Process

- know where the problem area exists in the organization and to identify as clearly and specifically as possible the problem that needs to be studied and resolved.

- Once the management problem is clearly defined, a research objective and research questions can be developed.

- From there, steps can be taken with regard to the planning, collection and analysis of data.

- Based on the data collected and analysed, an informed judgment with regard to (a solution to) the organizational.

- Problem can ultimately be drawn.

Why do research?

1. To explore

- Risky to claim we know everything.
- Testing what we know

2. Understand the variable/dynamics

- Social world is complex
- To prevent biases, popular beliefs, driving decisions etc

3. To examine the relationship

- Necessary to solve everyday problems, seek better methods, predict and avoid problems.

Research Categories :

| Basic Research	Applied Research
• Use for discovery, exploration, understanding and exploration.	• Use for prediction, forecasting, productivity and performance improvement, outcome enhancement.
• Developing new knowledge.	• Takes existing knowledge to solve problems.
• Primary focused on acquiring fundamental knowledge and understanding principles, often without any immediate practical application in mind.	• Conducted with a specific practical goal in mind.
• It set as groundwork for applied research.	• Aims to solve real world problems and find solutions that can be implemented in various contexts.
Eg; • *A study to explore the types of carrying capacity in tourism spot.* • *The introduction to Artificial Intelligence (AI) to business entities.*	Eg; • *A case study to identify the implementation of tourism carrying capacity in Tunku Abdul Rahman Parks, Sabah.* • *The implications towards adoption of the Artificial Intelligence (AI) to agriculture business entities in Sabah*

Qualitative & Quantitative

	Qualitative	Quantitative
Research Questions	• Exploratory and aims to gain a deeper understanding of complex phenomena. • It often starts with open-ended research questions and allows participants to providee rich, descriptive responses.	• Focused on hypotesis testing and generalizing about a population. • It uses specific, measurable research questions and relies on statistical analysis to draw conclusions.
Nature of data	• Deals with non-numerical data, such as words, narratives, observations, and images. • It seeks to understand the meanings, experiences, and subjective perspectives of participants.	• Deals with numeric data that can be quantified and analyzed using statistical methods. • It involved the collection of structured data through surveys, experiments, or other quantitative instruments.

Qualitative & Quantitative

	Qualitative	Quantitative
Sample Size	• Often have smaller sample size, as the focus is on gaining in-depth insights from a select group of participants.	• Typically have larger example sizes to ensure statistical validity and generallizability of findings to a larger population.
Generalizability	• The findings of qualitative research are context specific and may not be directly applicable to other settings or populations.	• Aims for greater generalizability, as its statistical nature allows researchers to make inferences about a larger population from the sample data.
Data Analysis	• Involves the identification of themes, patterns, and narratives within the data. • Researchers may use techniques like coding, content analysis, and thematic analysis to interpret the data.	• Employs statistical techniques to summarize, analysis, and interpret numerical data. • Researchers use tools like descriptive statistics, inferential statistics, and regression analysis to draw conclusions.
Data Collection	• Include interviews, focus groups, observations, and document analysis.	• Collected through structured surveys, experiments, or observations with predetermined variables and response options.

Standard Elements of Research Report
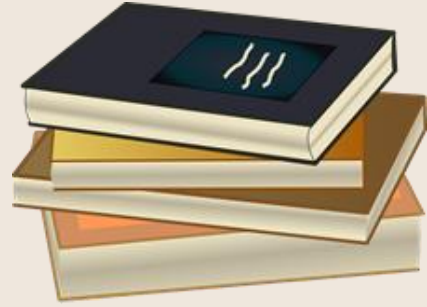
Chapter 1
- **Research title**
- **Research background**
- **Problem statement**
- **Research question and objectives**
- **Scope of study**
- **Significance of study**

Chapter 2
- **Literature review**
  Conceptual framework/ Theoritical framework

Chapter 3
- **Research Methodology**
- **Research design**
- **Population, Sample size**
- **Sampling tecniques**
- **Unit of Analysis**
- **Measurement**

Chapter 4
Findings

Chapter 5
- **Conclusion & Recommendation**
- **Conclusion**
- **Recommendatio**
- **References**
- **Appedices**

How to Choose a Research Topic?

- Stick closely to familiar areas
- Focus on current issues and phenomena
- Avoid unclear issues
- Do not choose sensitive topics
- Issues or topics should be researchable within the time given
- Concepts and the variables easy to measure
- Plenty of references available
- Issues or topics which are of interest to others
- Issues of interest to your employer, organization or to your professional advancement

INTRODUCTION TO RESEARCH (PROBLEM STATEMENT)

- A problem statement is the description of an issue currently existing which needs to be addressed.
- It provides the context for the research study and generates the questions which the research aims to answer.
- The statement of the problem is the focal point of any research. A good problem statement is just one sentence (with several paragraphs of elaboration).
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Eg: "The frequency of job layoffs is creating fear, anxiety, and a loss of productivity in middle management workers."

Where does A Problem Statement Originate from?

- A good problem originates from a research question formulated out of observation of the reality.

- A literature review and a study of previous experiments, and research, are good sources of research questions that are converted to statements of problem. Many scientific researchers look at an area where a previous researcher generated some interesting results, but neer followed up.

- It could be an interesting area of research, which nobody else has fully explored.

3 Components of the problem statement

- **The problem itself, stated clearly and with enough contextual detail to establish why it is important.**

- **The method of solving the problem, often stated as a claim or a working thesis**

- **The purpose, statement of objective and scope of the project being proposed. These elements should be brief so that the reader does not get lost. One page is enough for a statement problem. The statement of the problem should clearly indicate what is to be investigated.**

What is the format for Writing a Statement Problem?

A persuasive statement of problem is usually written in three parts:

Part A (The ideal): Describes a desired goal or ideal situation; explains how things should be.

Part B (The reality): Describes a condition that prevents the goal, state, or value in Part A from being achieved or realized at this time; explains how the current situation falls short of the goal or ideal.

Part C (The consequences): Identifies the way you propose to improve the current situation and move it closer to the goal or ideal.

EXAMPLE:

Part A: *According to the XY university mission statement, the university seeks to provide students with a safe, healthy learning environment. Dormitories are one important aspect of that learning environment, since 55% of XY students live in campus dorms and most of these students spend a significant amount of time working in their dorm rooms.*

Part B: *However, students living in dorms A B C, and D currently do not have air conditioning units, and during the hot seasons, it is common for room temperatures to exceed 80 degrees F. Many students report that they are unable to do homework in their dorm rooms. Others report having problems sleeping because of the humidity and temperature. The rooms are not only unhealthy, but they inhibit student productivity and academic achievement.*

Part C: *In response to this problem, our study proposes to investigate several options for making the dorms more hospitable. We plan to carry out an all-inclusive participatory investigation into options for purchasing air conditioners (university-funded; student-subsidized) and different types of air conditioning systems. We will also consider less expensive ways to mitigate some or all of the problems noted above (such as creating climate-controlled dorm lounges and equipping them with better study areas and computing space).*

Research Objectives

- Express clearly the anticipated achievements of the study

- Provide a measure of success for the study; before concluding, readers will ask, "is this study able to achieve its aim?"

- Should be consistent with research problems (two levels)

- Should be clearly and logically expressed in the Introduction

- Specific Objectives should contribute to the achievement of the General Objective

Research Objective

Verbs often used in ROs:

- **To discuss (an idea)**
- **To examine (a proposal)**
- **To analyze (some data)**
- **To synthesize (several ideas)**
- **To explore (an issue)**
- **To reflect on (a theoretical model)**

- **To investigate (a range of concepts)**
- **To propose (a possible explanation)**
- **To systematize (some initial data)**
- **To test (a hypothesis)**

Scope of Study

- The scope of study refers to the boundaries or limitations within which a research project, study, or investigation is conducted.

- It defines the specific aspects of the topic that will be covered and outlines what will be excluded from the research.

- Defining the scope is essential to ensure that the research remains manageable and achievable within the available resources and time.

Eg:
1.The impact of E-commerce on Small and Medium Enterprises (SMEs) among the paddy farmers in Kg.Tambatuon, Kota Belud.

2.Tackling Cybercrime among the community: The Challenges and strategies for Law Enforcement Agencies in Kota Kinabalu,Sabah.

Significance of Study

- **The Significance of a study refers to the importance, relevance, and potential impact of the research findings.**

- **It answer the question of why the research matters and why it worth conducting.**

- **Demonstrasing the significance of a study is essential to justify the resources and effort invested in the research and to highlight its potential contributions to knowledge, practice, or policy.**

- As a refences for future research
- Contribute to literature review
- As a guideline to the policy maker