



THE NATIONAL TEACHERS COLLEGE  
SCHOOL OF BUSINESS

BUSINESS RESEARCH

PRELIMINARIES (August 16 to September 18, 2019)

- What is research?
  - “to search for, to find out”
  - “Re”(again) and “cercier”(to search) [Latin]
  - “Chercher”“seek” [French]
  - “Looking for information about something”
  - Investigation or experimentation aimed to the discovery of facts, revision of accepted theories or laws in the light of new facts or practical application of such new or revised theories or laws (Babbie, 1998).
  - A careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish facts or principles (Grinnel, 1993)
  - Structured inquiry that utilizes acceptable scientific methodology to solve problem and create new knowledge that is generally applicable (Grinnel, 1993)
  - A systematic, controlled, empirical and critical investigation of propositions about the presumed relationships about various phenomena (Kerlinger, 1986).
  - Is primarily committed to establishing systematic, reliable, and valid knowledge about the social world (Bulmer, 1977).
- Research in a nutshell
  - Application of scientific method to study a problem.
  - A way to acquire dependable and useful information.
  - To discover answer to meaningful questions through the application of scientific procedures.
- Scholarly research is more systematic, more careful and more concerned about correctness and truthfulness (Berger, 2000).
- Pure Research-involves developing and testing theories and hypothesis that are intellectually challenging to the researcher but may or may not have practical application at the present time or in the future.
- Applied Research-involves the application or proposition to solve a problem; It has a purpose of acquiring knowledge for useful ends
- Descriptive Research-attempts to describe systematically a situation, problem, phenomenon, service or program
- Correlational research-aims to discover or establish the existence of a relationship /association/ interdependence between two or more aspects of a situation.
- Explanatory research-attempts to clarify and why and how there is a relationship between to aspects of a situation or phenomenon
- Exploratory research-it is undertaken with the objective either to explore an area where little is known or to investigate the possibilities of undertaking a particular research study.
- Structured approach (Quantitative Research)-everything that forms the research process (objectives, design, sample, and questions) is predetermined
- Quantitative research/studies
  - Comes from the Latin “quantitas” meaning “how great” “how much” “how many”
  - Numbers, magnitude and measurement
- Unstructured approach (Qualitative Research)-allows flexibility in all aspects of the research process.
  - Qualitative research/studies
  - Comes from the Latin “qualitas” meaning “of what kind”
  - Evaluation, judgment and taste
- Quantitative Research—the interest is in generalizing to more than just the individual; Concerned with the recurrence of data that can be translated or reduced to numbers; Focuses on counting.
- Qualitative Research—no intention of going beyond—just deep into—the individual; Concerned with occurrence of the communication event ; Focuses on the phenomenon and the process involved.
- Aim of the inquiry-exploration, confirmation or quantification
- Use of the findings-policy formulation or process understanding
- Research Process
  - What you want to find out.
  - How to go about finding their answer.
- Guidelines in the Selection of a Research Problem or Topic
  - The research problem must be chosen by the researcher himself so that he will not make excuses for all the obstacles he will encounter.
  - The problem must be within the interest of the researcher so that he will give all the time and effort in the research work.
  - The problem must be within the specialization of the researcher. It will make the work easier for the researcher because he is familiar in the area and it will help him improve his specialization, skill and competence in his own area.
  - The research problem must be within the competence of the researcher. The researcher must know the procedures in making research and how to apply them. He must have a workable understanding of his study.

- The research problem must be manageable. The data must be available or within the capacity of the researcher to gather data. The data must be accurate, objective and not biased. The data should help the researcher answer the question being investigated.
- The research problem must be completed within the period set by the researcher.
- The research problem must be significant, important and relevant to the present time as well as to the future. This means that the research problem must have an impact to the situation and people it is intended for.
- The results of the study must be practical and implementable.
- The study must contribute to the human knowledge. The facts and knowledge must be a product of research.
- Research questions are interrogative statements that focus on what variables or concepts are to be described and what relationships might exist among them.
- A problem statement is a clear, concise description of what a body of research intends to focus on. The statement is used to limit the scope of the problem. It should also inform the reader of the importance of the research and cause him to want to read on.
- Examples of research problem:
  - 1.How educational environment influence the social and intellectual outcomes of students?
  - 2.What is the preferred learning styles of the students and its relationship to their academic performance?
  - 3.How K-12 influence the career decision of high school students?
- Parts of Business Research Paper
  - CHAPTER 1 THE PROBLEM AND ITS BACKGROUND / THE PROBLEM AND ITS SETTING
  - CHAPTER 2 REVIEW OF RELATED LITERATURE
  - CHAPTER 3 METHOD AND PROCEDURES / METHODOLOGY
  - CHAPTER 4 PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA
  - CHAPTER 5 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS
- Background of the Study – includes purpose and reason behind the conduct of the study. (What made you conduct the study?) Also serves as the introduction.
- Reliability refers to the consistency of a measure.
- Statement of the Problem – the main problem that the research is trying to solve. It follows the formulation of the title and should be faithful to it. It specifically points the important questions that the study needs to answer. It also serves as the bases of the questionnaire.
- Significance of the Study – (Why conduct the study?) You must identify who will benefit from the research and how they will be benefitted. This should match with the Recommendations.
- Assumptions of the Study – the expected outcome of the research.
- Scope and Limitations of the Study – determines the coverage of the study and all the things that it will not cover in order to be specific.
- Definition of Terms – defines technical terms based on how they are used in the study, specifically in the title. This aims to provide the readers or future researches with the basic terminologies that are important to understand the paper.
- Method of Research – the kind of research used by your study. This answers why the method used is appropriate for the study.
- Subjects of the Study – describes your respondents: who they are, what their profile is, where they are from, etc.
- Description of Research Instrument – describes your instrument which is the questionnaire.
- Data Gathering Procedure – narrates the process undergone by the study that eventually leads to the findings.
- Data Analysis - the process of evaluating data using analytical and statistical tools to discover useful information and aid in business decision making.
- Statistical Treatment Applied – The statistical treatment that you will use which includes your sampling method and formulas to come up
- Results of the Study – presents all the data gathered using the questionnaire by tabulating all the gathered information. Aside from the tables, an interpretation of each presented data should follow. These will serve as the bases of your Summary of Findings.
- Summary of Findings – summarizes the interpretation of data given in Chapter 4. These should directly answer your statement of the problem.
- Conclusions – Out of your findings, your conclusions are based. This provides the answers for every statement of the problem. This is where you will prove your hypotheses and assumptions.
- Recommendations – should be directly based on the significance of the study. This also includes the recommended actions that should be done after the conduct of the study such as further assessment of the subject, focus on other factors, etc.
- Title Page – consists of the research title, names of the researchers
- Acknowledgement – a personal page where the researchers are given the privilege to extend gratitude to all people who helped in accomplishing the research.
- Table of Contents – contains the accurate paging of each part of the research paper.
- List of Tables/Figures – contains the accurate paging of the tables/figures used in the study.
- Bibliography – where you will use your source cards. Presents the sources using APA or MLA format.
- Appendix (e.g., survey questionnaire, interview questions) – attachments