

Saarth

E-Journal of Research

ISSN NO: 2395-339X

RESEARCH METHODOLOGY OF ACADEMIC IN THE FACULTY OF COMMERCE

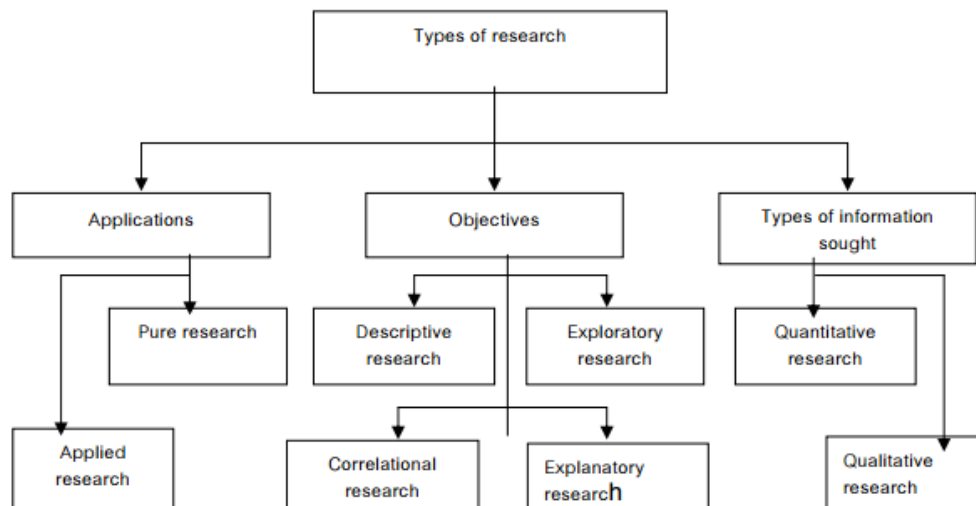
“The best research you can do is to talk to people” – Terry Pratchett.

M. Ishak G. Patel*

1. INTRODUCTION

Examination is a word which can't be characterized or clarified with a specific goal in mind, nonetheless, the word research have a wide assortment of implications to various individuals (Amaratunga, Baldry, Sarshar and Newton, 2002:09). Amaratunga et al., (2002:09) states that examination is cycle of enquiry which is precise and efficient whereby it expands ones information. As indicated by Carmichael (1922:571) examination might be characterized as the specialty of logical examination, or the development from the known to the obscure. Exploration might be characterized as a scholarly movement in characterizing, reclassifying issues, defining speculation, coordinating, gathering and assessing information making suggestions and arriving at resolutions (Pedaste et al., 2015). Exploration might be characterized as a unique commitment to the current load of information making for the headways chasing reality in with the help of correlations, perceptions and trials. Examination is a vital factor in scholastics since it assists with discovering answers for issue and are generally founded on energizing hypothesis to interface the discoveries with your particular investigation. Exploration ought not be viewed as "logical examination" on the off chance that it doesn't add to the substance of science or on the off chance that it's anything but a particular logical technique.

Figure 1.1: Types of research



Source: Maree (2009)

*M. Ishak G. Patel

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Figure 1.1 is a portrayal of the various kinds of examination which might be utilized in any type of study. There are three significant gatherings of examination, which incorporates application research, target research and the sorts of data looked for. Application research principally centers on unadulterated examination whereby the specialist acquire new data which were not recently done. Applied exploration depends on acquiring new data from a gathering or study which were not recently done by any foundation or association. Application research is the most perfect type of examination as in new information is acquired in a space where past research wasn't finished. It frequently includes research in explicit networks which are accomplished with the end goal of government, associations and customers.

Target research depends fundamentally on clear and exploratory examination as in the examination results show real figures and numbers, which might be utilized to contrast one investigation and another. It is likewise founded on an issue of a particular field which have not yet been obviously characterized, though logical exploration is centered around the endeavor to interface certain thoughts to comprehend the circumstances and logical results of the particular examination issue. Sorts of data looked for is essentially centered on the two gatherings of acquiring the data which is quantitative and subjective exploration. Subjective examination depends on data given in the wellspring of thoughts and discernments as quantitative exploration includes the particular investigations of crude information and numbers.

Directing the most suitable logical exploration requires the specialist to have two arrangements of abilities to dominate the study of examination. Hypothesis and system are the two arrangements of elements which generally impacts the materialness or standard of exploration in a particular report. The methodological abilities includes the "expertise" of the exploration field, while hypothetical abilities include the particular "know what", notwithstanding, the "know-what" factor is the most troublesome, as it requires long stretches of reflection and perception. Hypothetical abilities are more diligently to dominate, and something can't be "instructed", yet rather it accompanies long periods of involvement. The methodological abilities are required by a normal specialist, yet hypothetical abilities are should have been an uncommon analyst inside your particular field.

Examination is vital and it's anything but a critical part in the scholastic climate, in that capacity, research adds to the information base in a subject, and it additionally adds esteem in the expert climate as far as administration advancement and improvement. The significance of examination doesn't just affect the scholastic climate, yet it likewise increases the value of different gatherings like the public authority, global associations and strategy improvement for significant job major parts in the economy too. The motivation behind this paper is to investigate the clarification of an examination question, the exploration issue explanation, and various sorts of examination plans just as the prerequisites for a superb writing survey.

2. CONTENT

2.1 THE EXPLANATION OF A RESEARCH QUESTION

The examination question is for the most part utilized in research to "direct" you into the most fitting exploration writing and other significant assets in your field of study. For instance in the event that you are exploring the inquiry: "What Macro-Economic factors

Saarth

E-Journal of Research

ISSN NO: 2395-339X

decide monetary development the most?" then, at that point your writing will zero in chiefly on the financial development factors and GDP than on arrangements to improve financial development. Subsequently the examination question is vital in light of the fact that it decides the center space of your investigation, and keeps you from floating from your unique motivation behind the examination (Maree, 2009:3). When floating away from your unique inquiry, and tracking down some other significant data for instance on the historical backdrop of a country, the way of life, the exchange relations and so on it will assist you with deciding some vital proposals and conceivable impediment to the current investigation. The examination question in this manner gives a vital attitude to acquire important time in the assortment of assets and information (Labaree, 2009:1).

A portion of the characteristics of a decent examination question incorporates factors, for example, being succinct, clear in your methodology, open-finished, exquisite, convenient, hypothetically rich and obvious. All together for the scientist to be sure that the examination question is sufficient, there will be different writing encompassing the theme which might be found in course readings and scholarly diaries that upholds the subject. Well-qualified suppositions are likewise vital in light of the fact that the boss or tutor will direct you in deciding if the examination is plausible and the worth it will add to the particular subject field.

Applied exploration is vital in light of the fact that the inquiries are intended to give explicit information which could help advance the particular circumstance. Applied exploration are otherwise called activity research whereby the analyst are effectively associated with the networks and doing investigate on the particular issue within reach (Thomas, 2009:5). There are three classes of an examination question which are vital in deciding your destinations of the investigation. The three classes incorporate an enlightening inquiry (how and what questions), an illustrative examination question (for what reason are the financial development at a low rate, given the different strategies carried out to foster the economy) just as exploratory inquiries (center are moved towards the elements of the particular issue within reach).

The examination question is a vital piece of your investigation since it can represent the moment of truth your exploration. Without a particular examination question it will seriously affect the writing that should be gathered. Given that an examination question is one of the initial phases in deciding the base of your examination it likewise essential to think about a speculation or articulation to test motivation behind the investigation. In the start of exploration it is anyway vital to have an examination question to form the motivation behind your investigation.

2.2 THE EXPLANATION OF A RESEARCH PROBLEM STATEMENT

The difficult assertion ordinarily alludes to the particular issue that should be analyzed prior to beginning the examination. The exploration issue explanation are typically connected with the examination questions since it explicitly involves the issue or potential results connected with your title. In financial aspects the examination issue (with respect to low monetary development or GDP) might be: South Africa encountered a tremendous equilibrium of installment issue in the previous five years, or, the cash devaluated to R17.00 against the \$ in 2009. This issue will consistently be connected back to your title, as it involves potential factors that may impact the low financial development.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

The exploration issue or proclamation might be viewed as the initial phase in deciding the examination question, since when the issue happens the specialist will then, at that point need to ask themselves a couple of inquiries that connects to the title of the investigation. An issue articulation accordingly explicitly alludes to the clarification potential causes or issues to the particular theme or subject. The examination issue may impact the manner by which the scientist go about in his investigation as far as the difficulties and different components which may impact the manner by which exploration are finished. The difficult assertion is subsequently lined sponsored to explore question as far as the graphic inquiry whereby it involves the particular "how" and "what" inquiries of your assigned investigation.

Exploration issues may change over and over, particularly in subjective examination which is more open-finished than close finished inquiries. An examination issue might be viewed as an analogy for "globalization" on the grounds that the truth of the matter is that your exploration issue may change in one day, because of outer factors like a downturn. All together for the analyst to figure the examination issue it very well might be a superior option in contrast to every day read the progressions in the particular field of study, on the grounds that an occasion may happen at least multiple times in a year. Thusly, while defining your examination issue recognizes the chance of the particular issue to occur on a day by day, week after week, month to month or yearly premise. In the event that this issue happened just a single time over the most recent 10 years, it will be more satisfactory to do a particular exploration proposition on such an example (for example, the 2007/8 downturn in the USA).

2.3 DIFFERENTIATION BETWEEN QUALITATIVE AND QUANTITATIVE RESEARCH

Subjective information generally have to do with explicit meetings, conclusions, explanations or view of individuals, while your quantitative examination explicitly centers around amounts of exploration which alludes to the assortment of numbers and information. The accompanying area will expound more on the contrasts among quantitative and subjective information:

2.3.1 Qualitative research

Subjective examination is generally connected with the mind boggling sets of human arrangement and conduct which might be diminished to a straightforward, fixed and equivocal definition (Gough, 2002). Atkinson et al., (2003) states that writing are utilized to advise us there are a wide assortment of ways to deal with subjective examination which depend on an assortment of procedures like human studies, interactions, sociolinguistics, ethno methodology and woman's rights. To put it plainly, the quantitative methodology includes a comprehensive picture, investigating words, seeing point by point reports of members and directing the examination in a characteristic setting. The subjective examination strategy accordingly contrasts from the quantitative exploration strategies, in light of the fact that with quantitative measures the analyst are utilizing explicit information, numbers or insights, whereby the subjective examination technique includes the particular investigation of words, discussions or scholastic composition. The analyst is regularly confronted with reality in a valuable position whereby the importance's of specific insights contrast from one another.

A portion of the vital attributes in subjective examination is to know and comprehend a focal issue are, which is the interaction or idea investigated in a subjective exploration study. The example size is moderately little and the examination question is wide. As

Saarth

E-Journal of Research

ISSN NO: 2395-339X

indicated by a portion of the primary kinds of subjective information incorporates:

- Individual and center gathering interviews (records of meetings with the members)
- Observations (notes and pictures taken by the scientist during the perception)
- Documents (public and private records about the examination marvel)
- Audio-visual materials (pictures or sound chronicles of individuals, spots and occasions)
- Artifacts (materials or articles utilized by the members).

This kind of information are typically utilized by mentioning notes on meet and observable fact conventions with the utilization of sound and video recording gadgets. The content information is then used to interpret for a further investigation. These subjective methodologies are then used to code the content fragments into specific topics. The understanding includes the assertion of the bigger significance and discoveries of individual reflections about the exercises learned (Lincoln and Guba, 1985). Quantitative exploration are more worried about work in sociologies like social science, brain research and human studies, notwithstanding, sociologies includes quantitative examination too as far as the utilization of explicit approved scales (Hancock, 2009:1). Subjective examination hence explicitly centers around the advancement of the social marvels whereby it helps clarifying the world we live in and why things are how it is (Hancock, 2009:1). Subjective examination accordingly explicitly centers around the motivation behind why individuals act the manner in which they do, how perspectives are framed and the manner by which individuals are influenced by specific occasions around them. Subjective information depend on four significant sorts of exploration plans including phenomenology, ethnography, grounded hypothesis just as contextual investigations. There are likewise three significant strategies for gathering subjective information including singular meetings, center gatherings just as perceptions (Hancock, 2009:1).

Subjective information is vital in light of the fact that it helps in clarifying encounters, sentiments, and sentiments in a more emotional way. The encounters are acquired through a more all encompassing methodology, and helps recognizing potential factors which might be utilized to decide the approval of the examination. Explicit objective gatherings and subgroups are utilized in subjective examination to acquire a level of comprehension inside the whole populace. We may infer that subjective information is more all encompassing and emotional and zeros in additional on the assessments and explanations from specific people than quantitative information which depend on logical and target research contemplates (Curry, Nembhard and Bradley, 2009: 1442).

2.3.2 Quantitative research

A quantitative exploration interaction might be characterized as a fundamental and target method of utilizing mathematical information from a subgroup of a populace to sum up the discoveries to the universe that is being considered. The three most significant components of quantitative exploration incorporates objectivity, mathematical information and generalization. The quantitative method of examination varies from the subjective information as in quantitative information explicitly centers around crude information which might be utilized in both essential and auxiliary exploration types. Quantitative exploration accordingly centers explicitly on logical proof and doesn't zero in explicitly on conclusions and perspectives from different gatherings or gatherings. Quantitative examination is fundamentally centered around the translation of existing information, like the World Bank,

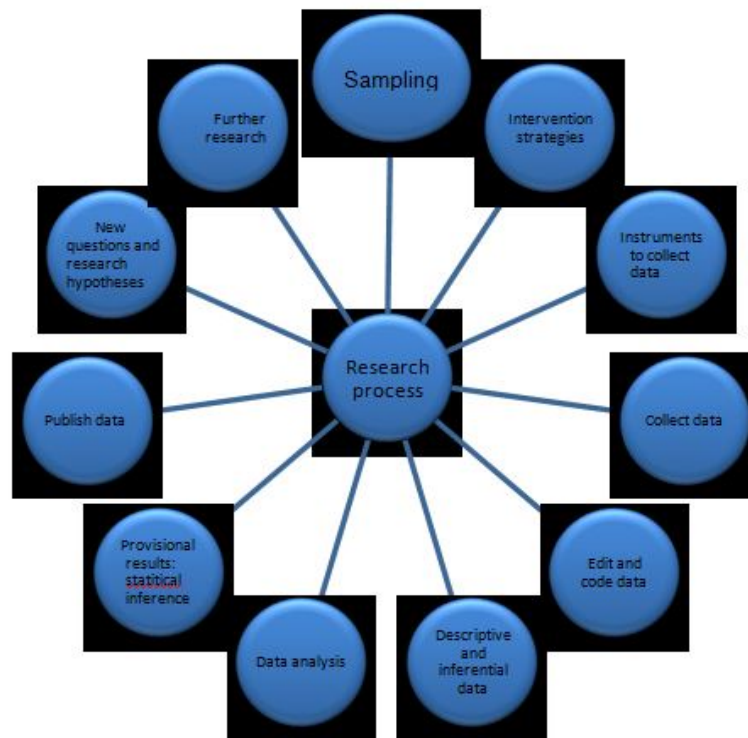
Saarth

E-Journal of Research

ISSN NO: 2395-339X

Trading Economics, IMF and Statistics South Africa (StatsSA). The models utilized in the quantitative examination techniques may vary, however it is as yet viewed as existing information which are deciphered in its own specific manner. The ideal illustration of a quantitative examination theme might be: "The effect of wrongdoing on the economy: The instance of South Africa". The information utilized as of now exists; it is only the chance of deciphering the information in its own particular manner. The technique utilized might be a straight relapse, relationship, covariance networks and essential expressive measurements; be that as it may, subjective information is beyond the realm of imagination because of size of populace and invalid exploration legitimacy.

Figure 2.1: Research process for quantitative data



Source: Maree (2016:163)

Figure 2.1 is a portrayal of the exploration cycle in quantitative investigations in beginning with the examination. The principal viewpoint is testing to decide the size of the gathering which should be assessed, mediation systems are then required to decide how the specialist will approach deciphering the outcomes unique in relation to other comparative examinations. Instruments are then required to gather the essential information for the investigation and it is typically connected with the strategy for research utilized like surveys, meetings or optional information. After the information has been gathered, the information should be coded accurately and altered where it's required. The examination as a rule starts

Saarth

E-Journal of Research

ISSN NO: 2395-339X

with distinct information and afterward moving to further developed investigation, like relapses, connections and covariance's. The information will then, at that point be investigated and temporary outcomes will be given whereby the information and the examination will be distributed. After the entire cycle, there will consistently be new inquiries and examination theory which might be utilized for future exploration.

Golafshani (2003:597) states that quantitative exploration are consequently more centered around the examination of existing information and numbers, which assists the analyst with acquainting him/herself with the particular issue or ideas to be assessed, and it might help producing a theories to be tried. Quantitative exploration frames part of a worldview which incorporates: (1) the accentuations on realities and reasons for the conduct, (2) the data might be summed up, (3) the numerical cycle is standard for deciphering the information and (4) the end-product is communicated in a measurable wording. Quantitative examination consequently zeros in additional on the investigations of existing information and the understanding of the information in an alternate way. Glesne and Peshkin (1992:6) states that quantitative exploration are generally upheld by logical and positivist worldview which prompts perceptible and quantifiable realities.

2.4 DIFFERENT TYPES OF RESEARCH DESIGN

The examination plans alludes to the general procedure that are required to incorporate the various parts of the investigation in a more intelligent manner. The exploration configuration is thusly used to successfully address the examination issue and it shows the specific assortment, estimation and investigation of the information (De Vaus, 2006). The issue explanations ordinarily first and foremost should be distinguished before the exploration configuration might be spread out, and in this way the difficult articulation are utilized to decide the plan of the investigation. As per De Vaus (2006) there are a wide assortment of examination plans which incorporates: activity research plans, contextual investigation plans, relaxed plan, accomplice plan, engaging plans and observational exploration plans. Table 2.1 shows a short portrayal of the different examination plans, the meanings of each and a model.

design	Type of research Description	Example
Case study design	design Case study research designs are based on the analysis of an in-depth study of a particular research problem. The case study design are mostly used when not much are known about the problem or phenomenon.	Case study designs are mostly used in the analysis of specific geographical areas such as South Africa. The topic of a case study research will be: An analysis of economic growth: A case study of South Africa.
Casual designs	Casual designs are mostly referred to the situation whereby the study are used to analyze the impact	The perfect example of a casual design would be to determine whether the independent

Saarth

E-Journal of Research

ISSN NO: 2395-339X

	of a specific change on the existing assumptions and norms.	variable had a significant impact on the other variables. The impact of an enabling environment on regional economic development is the perfect example.
Cohort design	Cohort study designs are mostly used in applied social sciences involving the study of a specific group in a population who are similar in certain characteristics. The cohort design may be applied in marketing of generation Y whereby the focus group is young adults.	Within a specific group in a population. Example: Perceptions of Generation Y in the usefulness of mobile banking applications.
Descriptive design	The descriptive study designs are primarily focused on obtaining information of the current status of the research problem. The subject therefore focuses on the natural and unchanged environment only with new data.	The idea surrounding the descriptive design is based on the principle that it is one study that is being analyzed with new data. The perfect example would be: The impact of economic growth from 1994 to 2016. The year 2016 are added whereas previous data only focused on the years 1994 to 2010.

Source: De Vaus (2006)

There are various ways of doing research in social sciences such as economics, marketing, risk management and accounting, but the way in which the problem is addressed should be the first step in assuring the type of research design you will be using. Designs such as cohort designs specifically focuses on one study group rather a wide variety of people in a study area, while cross sectional study designs focuses more on a wide variety of people and study groups. The research design are therefore very important in any article or dissertation because it shows the way in which the researcher integrate the different components of the study in a logical way, and determines the blueprint of your study.

2.5 REQUIREMENTS FOR A GOOD LITERATURE REVIEW

The literature review may be seen as critical thinking in the sense that it includes a wide variety of analyzing arguments, evaluating, reading through similar studies and solving a specific problem at hand. One of the most vital requirements of an excellent

Saarth

E-Journal of Research

ISSN NO: 2395-339X

literature review is the background knowledge needed for enabling some kind of critical thought for a given subject. Prior to writing the literature review the researcher should first do some reading on the topic, and formulate some kind of structure within the literature review. Conducting the literature review reveals the knowledge of the author in terms the subject, theories, key variables, approaches and history of the research problem (Randolph, 2009:1). The literature review will give the examiner or reader a clear and decisive conclusion on whether the researcher knows what he/she are talking about and if the researcher collected enough information prior to writing the article or dissertation.

The literature review is needed in any kind of research because it is both advantageous and necessary to rely on recent studies of the specific research topic or field. It is most likely that a new researcher will focus on a large amount of theory and literature available to them; however, as the researcher progress in his/her career they find ways to narrow down information to the most important points. states that the requirements for a good literature review includes aspects such as defining the audience, researching the literature, keeping the literature review focused, but broad for a larger audience, finding a logical structure, including your own relevant research and being up-to date with the newest findings on the study.

Randolph (2009:3) states that there is a taxonomy which should be used in order to write the literature review in an article or dissertation. The Cooper's taxonomy of literature reviews are mostly used in order to guide the researcher in writing the perfect literature review for a specific study.

Table 2.2 Cooper's taxonomy of literature reviews

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Characteristic	Category
Focus	The literature review should have clear and concise research outcomes and methods. Specific theories and practical applications are needed to support your literature review.
Goal	The goals of the literature review is to integrate the existing theory with the practical findings. Generalization, conflict resolution criticism and the identification of the central issue are needed in order to explain the specific literature.
Perspective	Perspective are needed in order for the reader to have an idea of what previous studies have found, but more importantly it should have a neutral representation. The literature review should be used in order for the both the researcher and the reader to have a clear and concise idea of the specific research.
Coverage	One of the characteristics mostly needed in the literature review is coverage. An all-inclusive literature is needed with selective citation in order for the literature review to be more representative.
Organization	The literature review should be flowing in the sense that it should be based on historical theory with relation to the topic and a clear methodological approach to the study at hand.
Audience	The audience of your literature review should be focused on specialized scholars in the field, general scholars, policymakers, government and the general public.

Source: Randolph (2009:3)

The requirements of an excellent literature review are based on five very important characteristics including focus, group, perspective, coverage, organization and audience. The Cooper's taxonomy for the requirements of an excellent literature review is one of the first steps needed in order to write an excellent literature review. Given the importance of a good literature review it is important for any scholar to be clear and concise in the literature review in order for the article or dissertation to have an adequate flow.

CONCLUSION

Research is a process whereby a person gain new knowledge in a specific field of study. Research is life because it adds value to a specific subject of field of study; moreover it shapes the way in which we see the world that is constantly changing. One of the first steps of research is to have some sort of problem statement and research question, because it ultimately determines your route of research. The problem statement guides you to dig deeper and find studies similar to those on which are being investigated, which ultimately leads the reader to find work on similar studies such as the formulation of the literature review. The type of research design needs to be determined prior to investigation because it enables the researcher to find a structure to the study, but most importantly the researcher needs to determine whether he/she will be using

Saarth

E-Journal of Research

ISSN NO: 2395-339X

qualitative/quantitative data or primary/secondary data. The way in which the researcher goes about the literature review should include characteristics such as a clear focus, goal, perspective, coverage, organization and audience. As part of the literature review it is very important for the researcher to have a clear and concise way of interpreting the data, which is also known as the methodology of the research process. Everyone thinks differently, and everyone have a different way of doing research, however, it is still important to find an adequate structure in the layout of your research.

REFERENCES

1. Amaratunga, D. Baldry, D. Sarshar, M., and Newton, R. 2002. Quantitative and Qualitative Research in the Built Environment: Application of Mixed Research Approach, *Journal of Work Study*, 51 (1): 17-31.
 2. Carmichael, R.D. 1922. The logic of Discovery. *The Monist*, 32(4), 569-608. Available online: <http://www.jstor.org/stable/27900927>. Date of access: 24 November 2016.
 3. Cough, N. 2002. Blank spots, blind spots and methodological questions in postgraduate research. Paper presented at Postgraduate Research Conference, Deakin University, Australia.
 4. Curry, L. A., Nembhard, I. M., & Bradley, E. H. 2009. Qualitative and mixed methods provide unique contributions to out- comes research. *Circulation*, 1(779), 1442-145
 5. De Vaus, D.A. 2006. *Research Design in Social Research*: London: SAGE.
 6. Glesne, C., & Peshkin, P. 1992. *Becoming qualitative researches: An introduction*.
 7. New York, NY: Longman
 8. Golafshani, N. 2003. Understanding Reliability and Validity in Qualitative Research. *The*
 9. *Qualitative Report*, 8(4), 597-606. Available online: <http://nsuworks.nova.edu/tqr/vol8/iss4/6>.
 10. Date of access: 24 November 2016
- Hancock B. 2009. *An Introduction to Qualitative Research*. Trent Focus Group, Nottingham.
- Labaree, R. V. 2009. *Research Guides: Organizing Your Social Sciences Research Paper*: