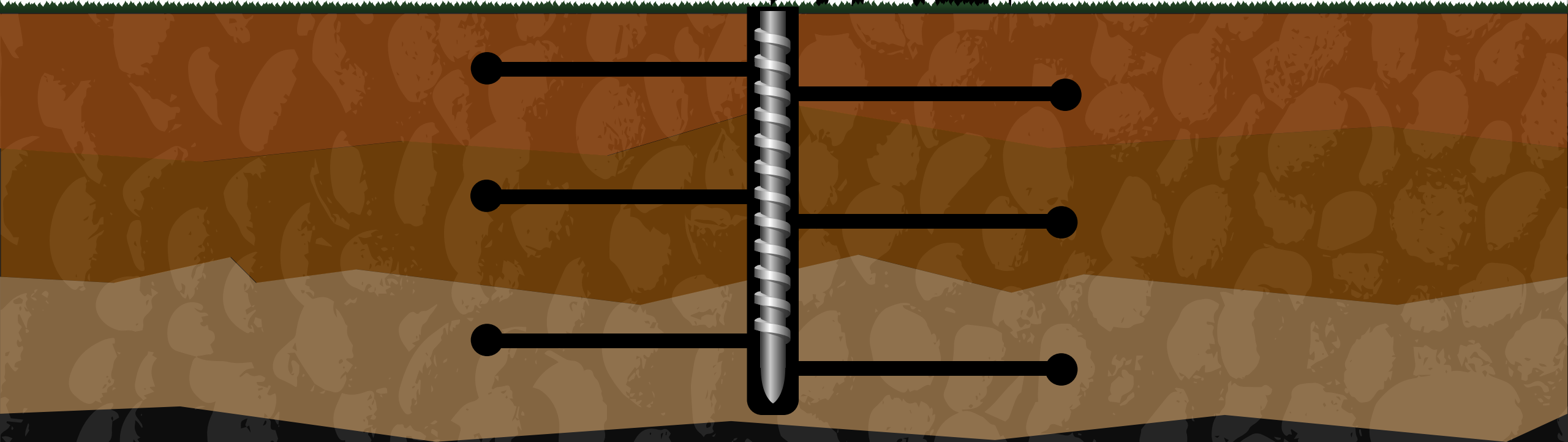


Business Research Methodology



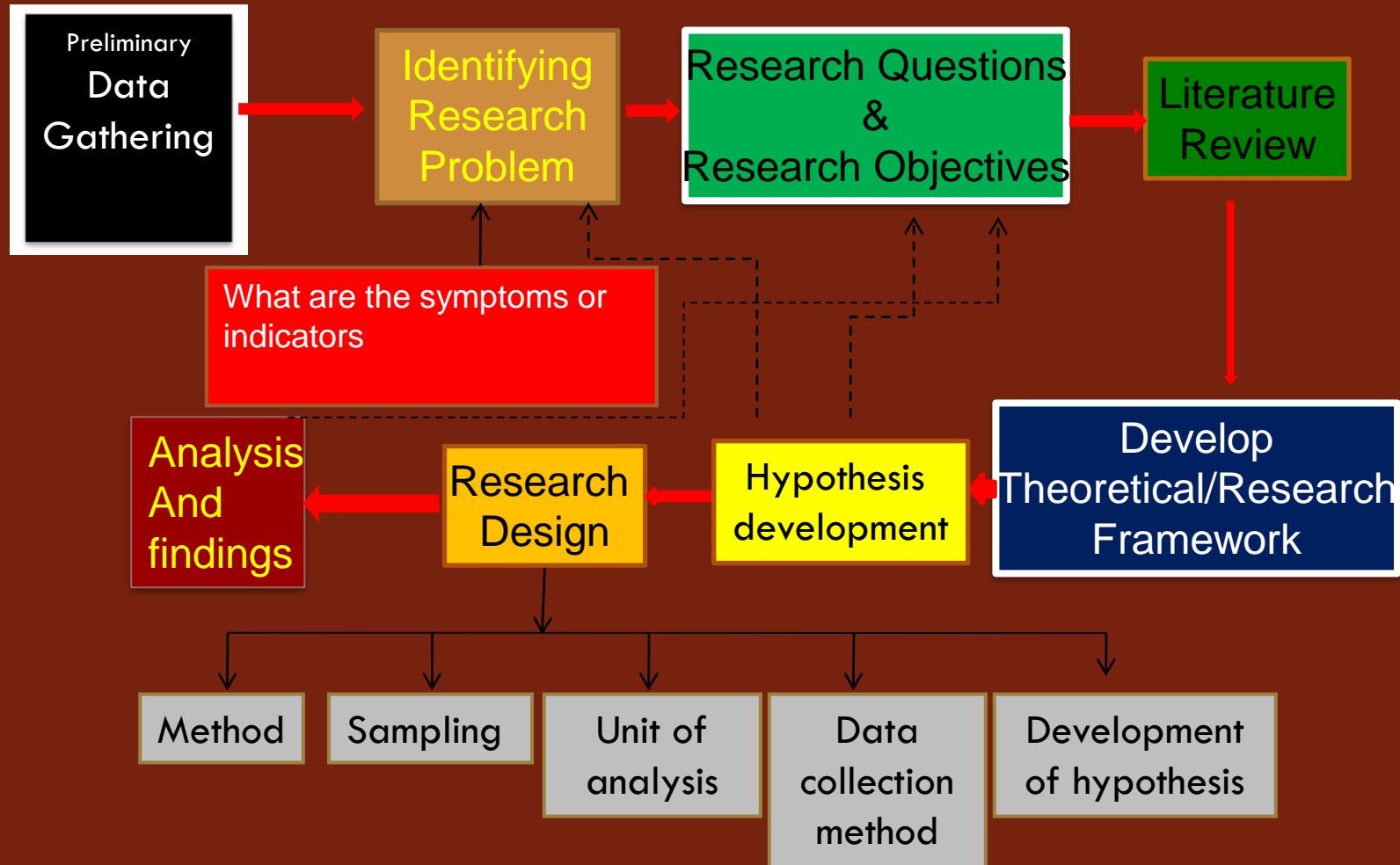
Zulkarnain Lubis



Research is....

the application of
**the scientific
method** in searching
for the truth
a systematized
effort to gain new
knowledge...

OVERVIEW OF RESEARCH PROCESS



IN CONDUCTING RESEARCH :

• *What to Do*



PS, RO, RQ, Scope

• *Why to Do*



Background, Significance

• *How to Do*



Research Design



*Theories (concept, construct, preposition),
Theoretical Framework*

The research problem should be:

USEFUL to be disclosed

RELEVANT to the ability or expertise of researchers.

ATTRACTING attention to be disclosed

possibly **PRODUCING** something new

ensured that data could be collected **COMPLETELY**

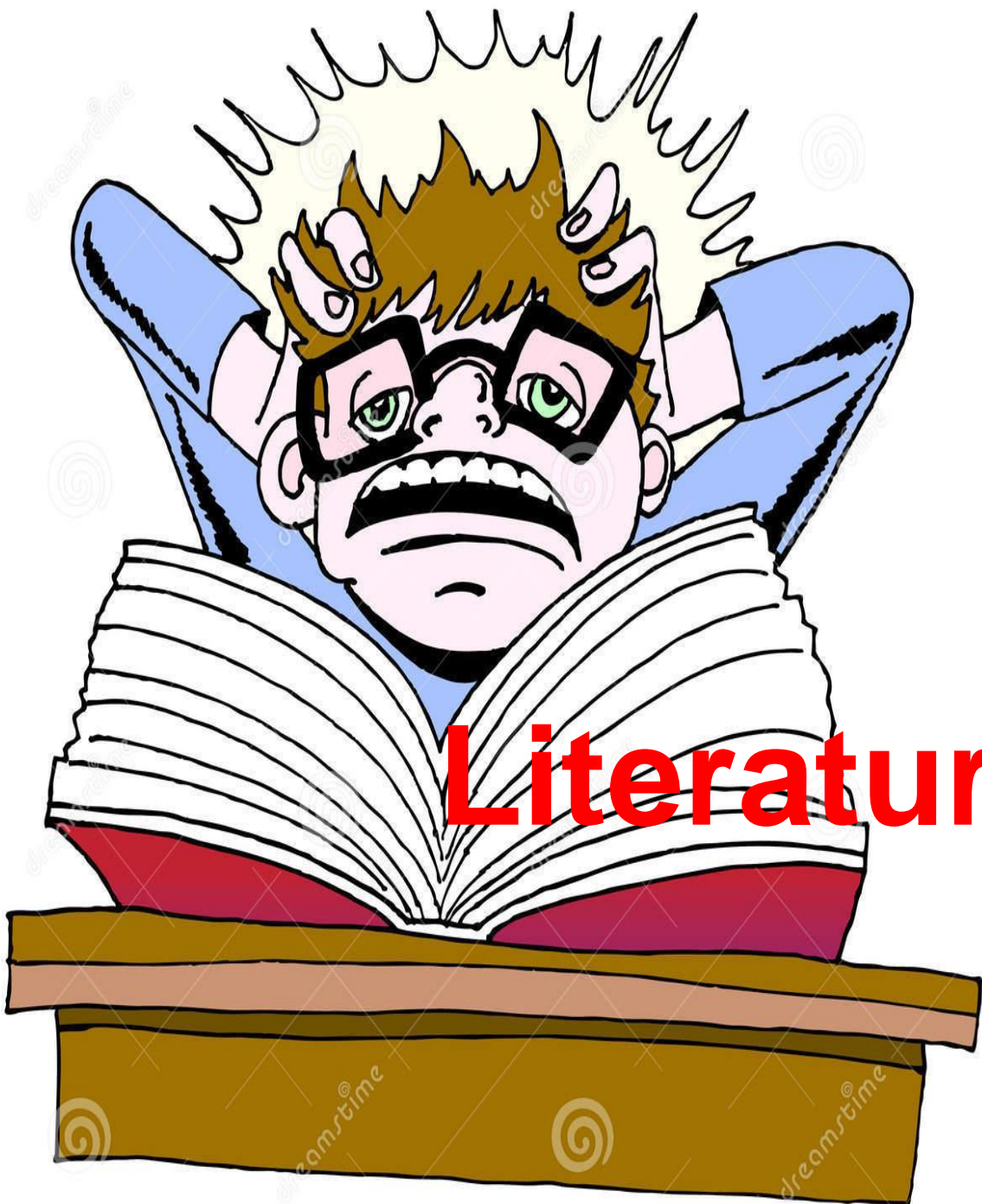
and **OBJECTIVELY**

NOT TOO WIDE, but also not too **NARROW**



Research Objectives usually started with the words:

- *to identify*
- *to find out*
- *to ensure*
- *to determine*
- *to establish*
- *to clarify*
- *to verify*
- *to confirm*
- *to explain, to describe*
- *to compare*
- *to define*
- *to predict*
- *to estimate*
- *to analyze, to assess*
- *to calculate*
- *to collect*
- *to develop*
- *to explore*
- *to connect, to relate*



Literature Review



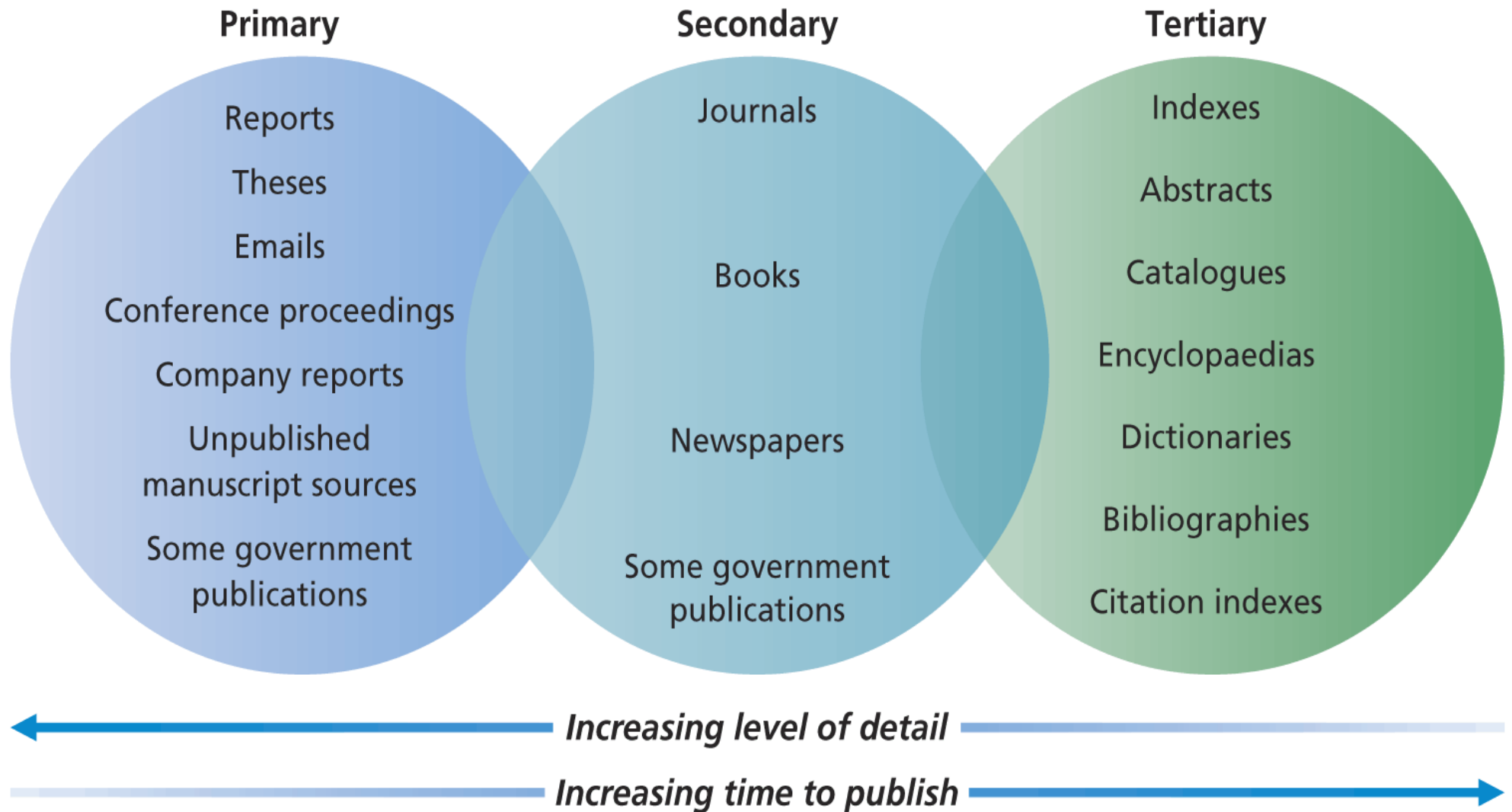
What is the Literature?

The "literature" should be written by scientists and researchers for scientists and researchers

They may include:

- Academic, scholarly journal articles**
- Books**
- Conference Proceedings**
- Dissertations**
- Patents**
- Standards**
- Technical Reports**
- Websites and other Internet Resources**

Literature Sources Available



What is a Literature Review?

- ▶ **A critical, analytical summary and synthesis of the current knowledge of a topic**
- ▶ **Compare and relate different theories and findings**

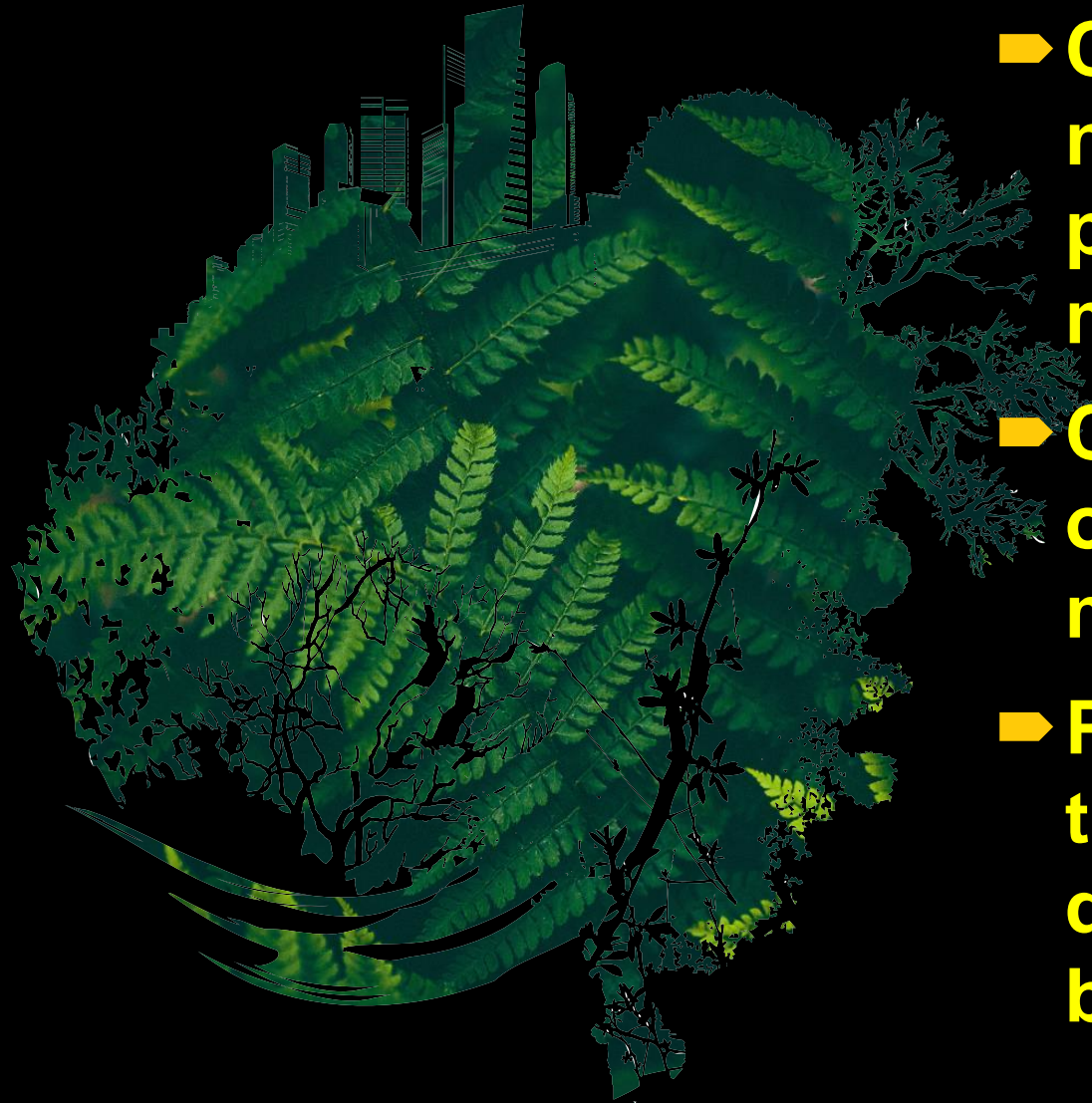
Theory



- **A set of interrelated constructs (concepts), definitions, and propositions that presents a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena**
- **Theory is developed by which to explain and predict complex events, objects or phenomena. An explanation establishes the substantive meaning of constructs, variables, and their linkages, while a prediction tests that substantive meaning by comparing it to empirical evidence**

Theories

- **Concept:** abstractly describes and names an object or phenomenon, thus providing it with a separate identity and meaning
- **Construct:** concepts at a very high level of abstraction that have general meaning
- **Proposition:** a statement or assertion of the relationship between concepts derived from theories or generalizations based on empirical data



What Is Hypothesis?

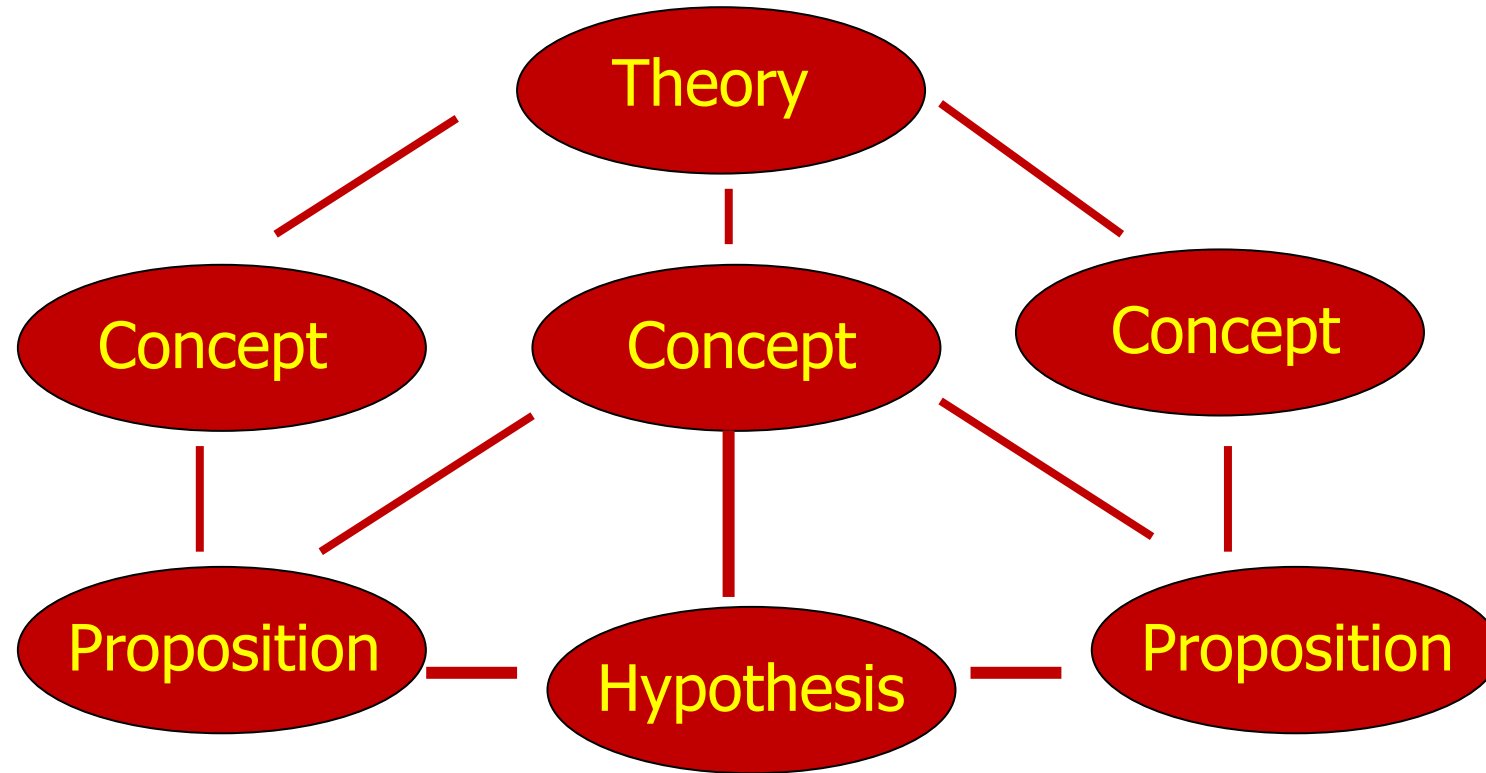


- A statement that shows a relationship between two or more variables in testable form.
- A proposition formulated for empirical testing

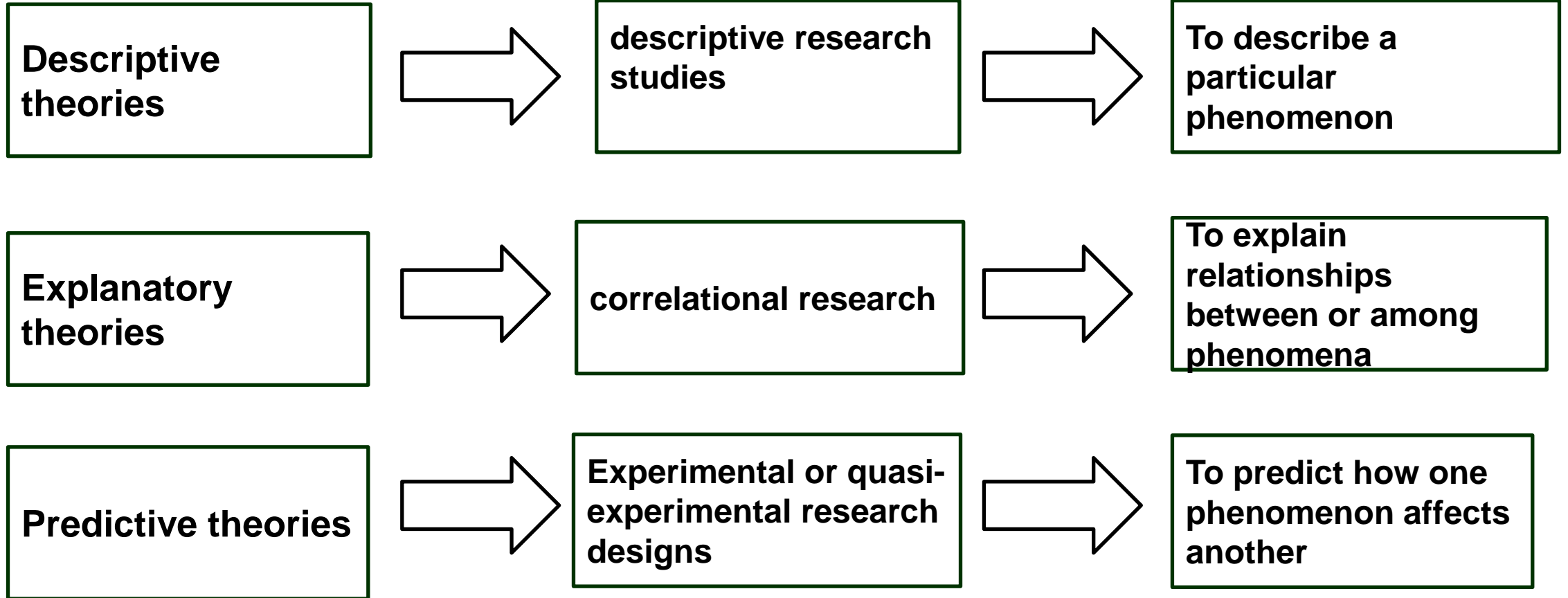
The hypothesis is the foundation of the research

- The development of a hypothesis is the first step in designing and conducting research
- The hypothesis should be clear, specific, and testable (or researchable)
- The hypothesis is the link between the theory and the research, that leads us to new discoveries

Process of Hypothesis Generation



Hypotheses should express relationships between variables in an unambiguous, precise manner, and they should be based on the propositions that evolved from the theoretical framework



Theoretical Framework

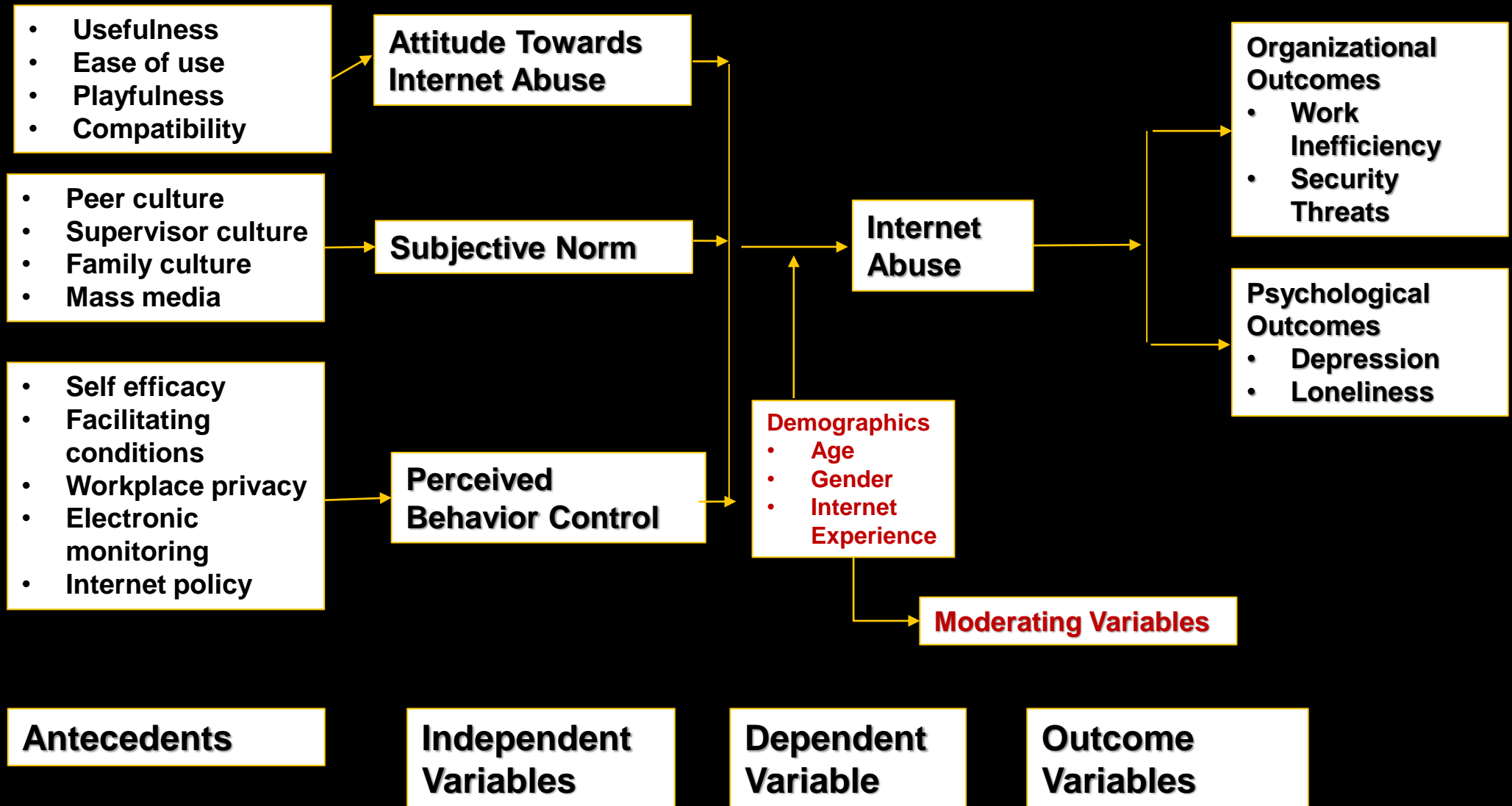
- A theoretical framework is a conceptual model of how one theorizes or makes logical sense of the relationships among the several factors that have been identified as important to the problem
- Theoretical / conceptual framework - using material from the Literature Review, produce the working definition of the main concepts you will use in your study.



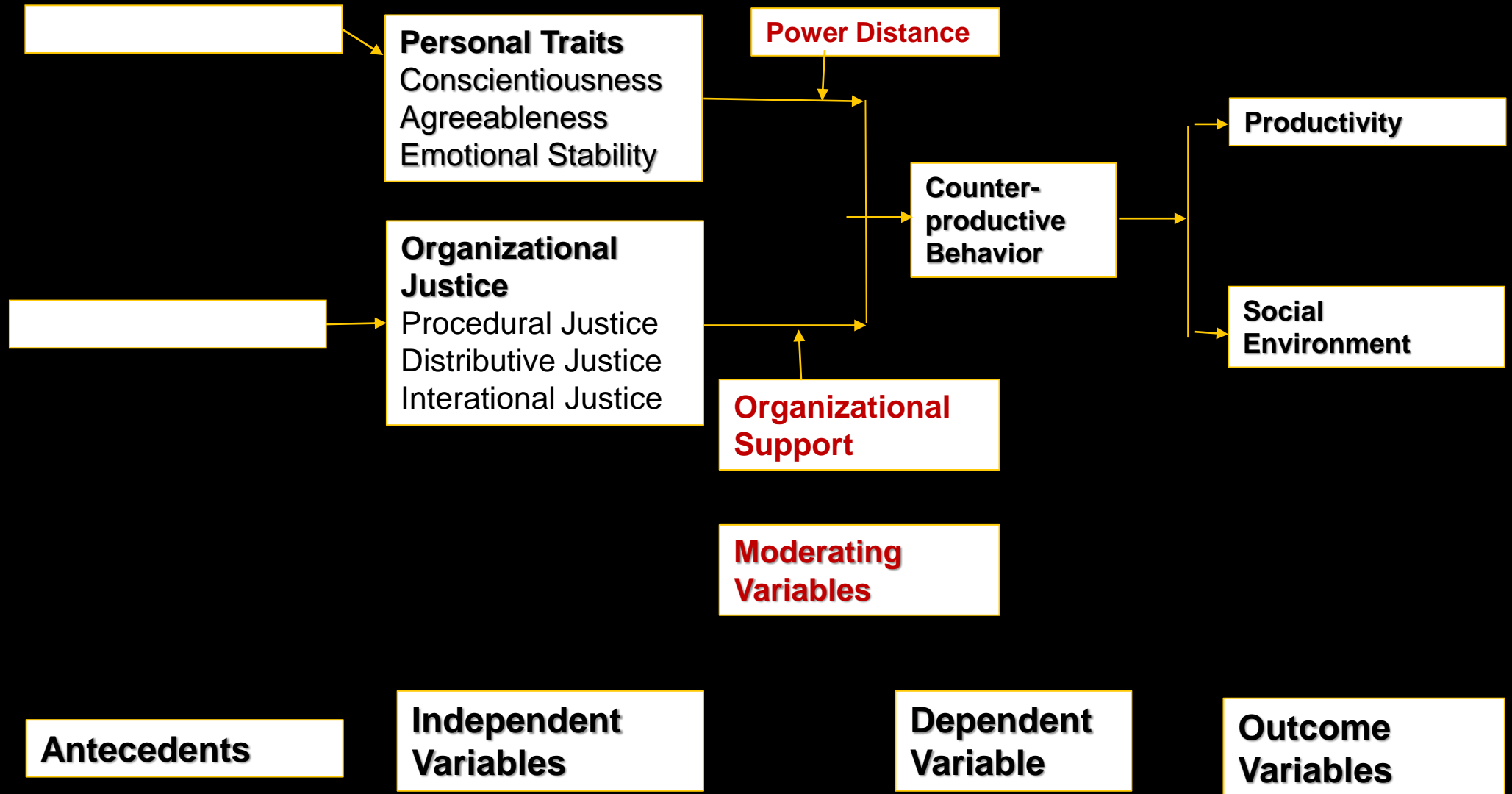
- Statistically speaking, the conceptual framework describes the relationship between specific variables identified in the study. It also outlines the input, process and output of the whole investigation.



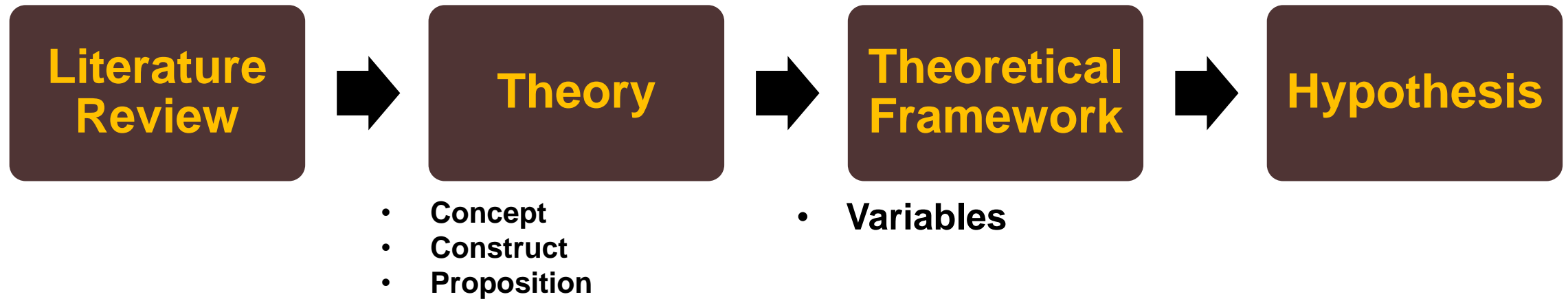
THEORETICAL FRAMEWORK (Extended)



THEORETICAL FRAMEWORK (Extended)



Theoretical Framework and Hypothesis



How Do We Derive Hypotheses?

Therefore :

Ideally you should expect that the hypotheses to be accepted not rejected... aren't you?



-
- From own dreams?
 - From own observations?
 - From other research?
 - From other hypothesis?
 - From literature review?
 - From theoretical framework?


If it is from own observation, supported by other research, supported by other hypothesis, supported by other literature review, and supported by YOUR OWN theoretical framework.

Hypothesis' Format



- **If-then statement**
 - If the employees are more healthy, then they will take sick leave less frequently.
- **Directional**
 - The greater the stress experienced in the job, the lower the job satisfaction.
- **Non directional**
 - There is a relationship between age and job satisfaction

Directional and Non-directional Hypotheses




If, in stating the relationship between two variables or comparing two groups, terms such as positive, negative, more than, less than, and the like are used, then these hypotheses are **directional** because the direction of the relationship between the variables is indicated.

Example:

The greater the stress experienced in the job, the lower the job satisfaction of employee

Women are more motivated than

Directional and Non-directional Hypotheses



Non-directional hypotheses are formulated either because the relationships or differences have never been previously explored and hence there is no basis for indicating the direction, or because there have been conflicting findings in previous research studies on the variable.

Example:

There is a relationship between age and job satisfaction.

There is a difference between the work ethic values of American and Asian employees.

Variables relationship

Independent and Dependent Variable

- **Independent**

- **Predictor**

- **Presumed cause**

- **Stimulus**

- **Predicted from**

- **Antecedent**

- **Manipulated**

- **Dependent**

- **Presumed effect**

- **Response**

- **Predicted to..**

- **Consequence**

- **Measured outcome**

Other Types of Variable

- Intervening variables

- Moderator variables

- Control variables

- Extraneous variables

- Antecedent

- Endogenous variable

- Exogenous variable

- Binary variable

- Categorical Variable

- Confounding variable

- Continuous variable

- Control variable

- Criterion variable

- Dichotomous variable

- Discrete variable

- Dummy Variables

- Interval variable

- Latent variable

- Manifest variable

- Manipulated variable

- Mediating variable

- Nominal variable

- Ordinal variable

- Outcome variable

- Polychotomous variables

- Predictor variable

- Treatment variable

THANK YOU

Zulkarnain Lubis

