



RUKMINI DEVI

Institute of Advanced Studies

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Guest Lecture

On

Research Methodology and its Application in Management

<p>Topic</p>	<p>Guest Lecture on “Research Methodology and its Application in Management” by Assistant Prof. Mr. Rajesh Verma.</p> <p>Mr. Rajesh Verma has a total experience of 15 years, Corporate experience of sales and marketing. Sir is presently working as an Assistant Professor in Amity University and pursuing Ph.D in Supply Chain Management.</p>
<p>Date of the Event</p>	<p>11th March , 2013</p>
<p>Aim of the activity</p>	<ul style="list-style-type: none"> • The study of research methods is not only an essential requirement for social scientists, it is also vital for anyone looking to succeed in business and management. • The Guest Lecture was organized to help students stay informed on the basics, and familiarize them with recent developments and trends in research techniques and its application in management
<p>Description of the Event</p>	<p>The session was initiated by Assistant Prof. Mr. Rajesh Verma, where he helped the students to understand the role of research methods, within the context of management and business.</p> <p>The basic meaning and aim of research was conveyed i.e “Research is the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study”.</p> <p>Then the speaker focused on the concept of Research methodology which is a collective term for the structured process of conducting research.</p>

Research methodologies can be quantitative or qualitative. He emphasized on basic aspects of Research Methodology i.e Problem Identification and Problem Solving.

The focus of research methodology on External and Internal environment was briefed.

- The External environment constitutes the research by giving an in depth idea on setting the right research objective, followed by literature point of view, based on that chosen analysis through interviews or questionnaires findings will be obtained and finally concluded message by this research.
- On the other hand from the methodology focus on the Internal environment, it constitutes by understanding and identifying the right type of research, strategy, philosophy, time horizon, approaches, followed by right procedures and techniques based on his or her research work.

The research methodology acts as the nerve center because the entire research is bounded by it and to perform a good research work, the internal and external environment has to follow the right methodology process.

In the ending phase the speaker focused on application of Research methodology in Marketing and Human Resource Management under which some examples stated were as Market Potential, Market Segmentation, Job Analysis, Leadership, Employee Turnover.

The ability to be analytical and insightful regarding research reports is an invaluable skill for anyone who wishes to provide effective and appropriate care in their individual sphere of practice. In addition, today's practitioner is required to work in an expanding field of multi professional, multi-agency collaboration, and thus requires the skills and insight into the efficacy of research within every discipline.