

Research Methodology

Concepts and Cases

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For many of us, the term 'Research' conjures up an image of a phantom which is both invincible and unfathomable. The authors, **Dr. Deepak Chawla & Dr. Neena Sondhi** through their seminal book **Research Methodology, Concepts and Cases** have been able to address a much felt requirement of an easy to understand yet elaborate book on research methodology, which is definitely capable of keeping this phantom at bay.

The book has six sections viz. Research Process: Problem Definition, Hypothesis Formulation and Research Designs; Data Collection, Measurement and Scaling; Respondents Selection and Data Preparation; Primary Data Analysis and Interpretation; Advanced Data Analysis Techniques and Reporting Research Results.

Each section starts with brief explanations about what to expect from each of the constituent chapters. Each chapter has clear learning objectives. The writing style is very endearing. Each chapter begins with a caselet which not only makes for an interesting reading but also sets the tone for what follows in the chapter. Highlights of important concepts have been given in the margins. Equal thrust has been given on explanation and clarification of concepts and working with data. Examples used throughout the text are very contemporary and readers will easily be able to identify with them, especially people from India. Each and every minute concept has been explained in great detail which has left no room for confusion, which is a problem many a times in books on technical subjects. In-depth coverage is there in the book on advanced data analysis techniques under which the authors have clearly explained correlation and regression, factor analysis, discriminant analysis, cluster analysis and multidimensional scaling. Conjoint analysis has been explained under addendum 1.

The book has also incorporated SPSS (Statistical Package for Social Sciences) commands in keeping with the trend of using SPSS for data analysis. An introduction to the package has been given and each chapter has the relevant commands after the text.

The book will prove useful for not only people who aspire to gain knowledge for research purposes, but also students who need to study research methodology as a subject, as it has easy explanations and elaborate case studies. Teachers will find it very handy as each chapter has variety of questions, objective type, conceptual, application and cases. Answers have also been provided to the objective type questions. Questions which have already come in different Universities in MBA courses have been included which will help candidates to prepare for similar exams.

The book is a big leap forward from most of the other books available on research in India. A list of all thirty-five, end-of-chapter Indian cases given in the book, has been provided just after the contents with page numbers, so that the reader knows exactly where to look for a case on a particular preferred area/ company. A unique

feature of the book is the two comprehensive cases at the end which have questions pertaining to all chapters dealt in the book and will test at one go the entire learning from the book. Report writing which is not given much importance in several books has been explained with emphasis on each step of report writing. Sample report has also been given. Even a fringe topic, like ethics in research, has been given due attention.

The book is an absolute delight to read and even the publishers deserve a pat on their back for the impressive reader friendly layout of the book. A beautiful blend of different font styles and sizes has added to the appeal of the book. The different components of a chapter can be easily distinguished and all features which may accentuate the reading experience have been well incorporated and adequately highlighted.

We really liked going through the book and are happy to be among the early reviewers and would surely recommend it to all readers who are looking for a one stop solution for research related knowledge and clarifications. Happy Reading to all the readers of this book!