

Download Research Methodology Of Management

Research Methodology chapter describes research methods, approaches and designs in detail highlighting those used throughout the study, justifying my choice through describing advantages and disadvantages of each approach and design taking into account their practical applicability to our research. Methodology, theory, paradigm, algorithm, and method. The methodology is the general research strategy that outlines the way in which research is to be undertaken and, among other things, identifies the methods to be used in it. It is not only important for the researcher to know the research techniques/ methods, but also the scientific approach called methodology.

1.1.3 Research Approaches: Desk Research

Desk Research is the research technique which is mainly acquired by sitting at a desk. There are 2 types of desk research techniques - Internal Desk Research and External Desk Research.