

Lecture 4 PROBLEMS AND PRECAUTIONS IN EFFECTIVE RESEARCH

By Dr. Gaurav Sankalp

Business Research in India is facing a lot of difficulties especially in case of Exploratory Research, it may be of varied reasons, and some are discussed herein under:

- (a). It is important to be aware that exploratory research should never take the place of quantitative research. Doing so, 'could *Introduction to Research* lead to misinterpretations and poor judgments.
- (b). The greatest concern, however, is that of rejecting a good idea during the initial stages of exploratory research, thus voiding it from being analyzed and targeted correctly.
- (c). As secondary data has been collected for purposes other than those outlined in the research study, its usefulness may be restricted in a few ways.
- (d). Biased research transpires when the research process IS executed improperly, resulting in incorrect findings.
- (e). The Researchers are not scientifically trained. So they generally make error while selecting the right Research method.
- (f). Choosing of population for survey is difficult. For example, if you want to make survey of consumer goods in the urban areas it will give a different result than if you make the survey in the rural areas.
- (g). Due to collection of large data, sometimes the researcher is unable to make correct interpretation leading to false result calculation.
- (h). As the decision is based on the paradigm of the researcher, so sometimes it is biased and incorrect.
- (i). While making a Business Research, the secrecy of the business is generally leaked to its competitors. So, in such case the data are not provided to the researcher.
- (j). Research is time taking process. It may require time which may span over many years. Also in the beginning of the Research, the researcher is not sure, how much result will he get at the end of the research.
- (k). Since Research is such a long process. So, it requires lot of funds, and that fund has no return unless the research work is complete.

(l). Many Social Research face stiff objection of the society, if it is about the changing trend in the society. In such case, it becomes very difficult for the researcher to collect data and interpret it. (m) Researchers group in India generally face the problem of discipline, where due to large volume of data, a researcher may predict the data to be collected.

This leads to a bias data collection. Data should be collected initially and at the time of making the decisions or conclusion, interpretations should be made.

RM MOOCS UPRTOU, SOMS & SOS