

# Research Methodology With Live Case Studies and Excel Applications on CD

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**KEY WORDS:**

Research Methodology  
Research Problem  
Statistics  
MS Excel

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World over, countries are opting for liberalisation, privatisation and globalisation, thus transforming the world into a global village. The business scenario is progressively getting aggressive for understanding of the market in general and business in particular. In the quest to get authentic information which is not only timely but also comprehensive and accurate organisations world over, rely on research. Scientific approach in the quest to know made research as one of the most sought after area for academicians, current and future managers. Research over a period has become an important tool as well as a profession.

The book is organised in the following way:

The main part of the book, excluding the preface, bibliography and index, consists of 441 pages. It is divided into four major parts which are divided into 15 Chapters and Case studies.

In the first part author has covered Fundamentals of Research with:

1. Basic concepts of Research
2. Formulation of Research Problem and Steps of Research
3. Research Design and Formulation of Hypothesis
4. Sampling Methods and techniques
5. Properties of Data collection and Measurement
6. Methods of Primary Data Collection
7. Visual Display Aid and

8. Presentation of the Results.

Author has narrated the research and related concept in simple language and is successful in making it sound technical. Illustrations provided help the reader in relating the theory and practice.

In the second part Author dwells on Fundamentals of Mathematics and Statistics with:

9. Measures of Central Tendency
10. Measures of Dispersion
11. Introduction to Matrix Algebra and
12. Fundamentals of probability Theory

The long questions provided at the end of each chapter will encourage reader to try hand at statistical tools.

In the third part Author has described Fundamental concepts of Multivariate Analysis and Econometrics by:

13. Introduction to Multivariate Analysis
14. Introduction to Correlation and Regression Analysis and
15. Introduction to Microsoft Excel, which sets the differentiating tone of this book

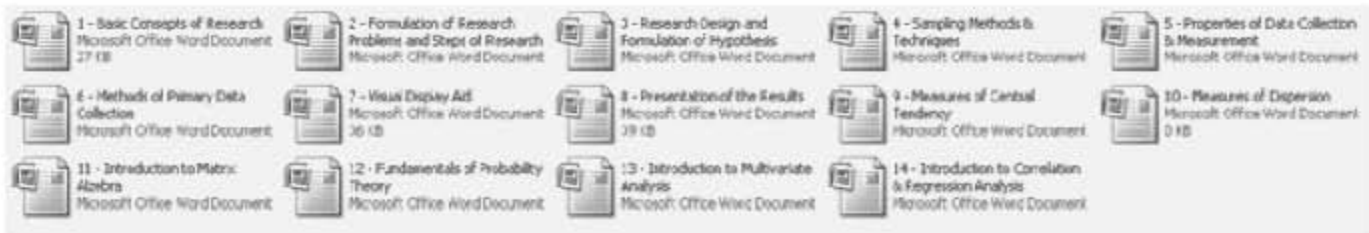
The fourth part opens the doors to cases in management of Marketing, Human Resource, Finance & Banking, Production & Operations, Information Technology and Social Sciences. In all 38 Cases along with Questions can keep the reader engaged with the book and the learning thereof.

Considering the 'IT' age the book has provision of the soft copy of the book in CD format catering to different needs of the users.

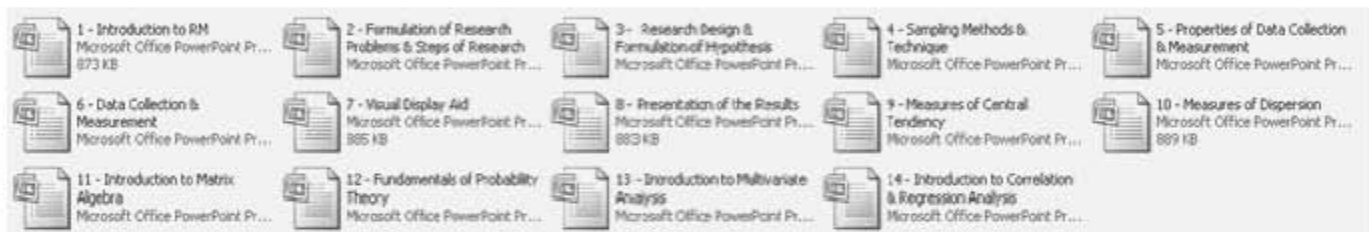
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A. The important aspects of the chapters are covered in Document format which will be handy for the reader as training notes for reference.



B. Academicians and Teachers can use the readymade presentations for lecture purposes and the presentation can help students during the preparation for examinations.



C. Five Excel files which can be used as a learning tool along with the chapter readings. Though the files look novice and lack any supportive information, it can be of great help to those who are not familiar with Excel or other advance Statistical analysis software or simply do not feel Mathematics and Statistics as genial subjects.



The book also promises to additional need based assistance to readers in general and to students in particular through [ecoprasant@gmail.com](mailto:ecoprasant@gmail.com) or [info@taxmann.com](mailto:info@taxmann.com) which can be cashed on by the researchers

**Note :** The Illustrations are specially created here for easy understanding of the reader; the original CD lacks descriptions of the Documents and Presentation file names.

The book targets Management students, Academic Professionals and young professional in corporate, Social Organisations and NGOs and would help novice individuals in the area of first hand surveys and research activities. Salient features like balance between concepts and statistics, minimising the gap between concepts and practice by use of live case studies. Use of

multivariate analysis, econometrics and excel applications will give the reader learning by doing experience. The guidance and advice on specific important issues are provided in the boxes, which enhances the effectiveness of learning experience. The MCQ and essay type questions provided at the end of the chapter are designed to give reader a good practice to test what is understood.

All beginners in the research arena can use this book to develop Interest and understanding in research as a subject. This book will prove to be a stepping stone where genuine Interest will be generated for many who will turn to research as a passion and a career and probe further in to the varied aspects of research.