MBA 5652
Research Methods
Unit I:
The Role of Research in Decision Making
Outcomes

Upon completion of this unit, students should be able to:

• Discuss the importance of research-based decision making in a company.
What is Research?

• Collecting information to establish facts, draw analogies, and solve problems

• Generating knowledge about what the world is (Lee & Lings, 2008)
  • Leads to more effective decision making
  • Continuously improves and increases knowledge

(Neylon, 2009)

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Applied vs. Pure Research

• **Pure research**—theoretical approach with the mission of expanding knowledge (McDaniel & Gates, 2015)

• **Applied research**—conducted to reduce uncertainty in decision making

• Two ways to collect data
  - Analysis of existing internal documents
  - Research study designed for specific needs

(Dugale, 2010)

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Types of Research

**Business research (management research)**—aids in an organization’s long-term planning.

**Occupational safety research**—includes characteristics and causes of injury to reduce the number of accidents in the workplace.

**Policy research**—is conducted to analyze programs and develop solutions for organizations.

**Evaluative research**—analyzes previously conducted research on social programs.
### Types of Research (continued)

<table>
<thead>
<tr>
<th>Type of Research</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market research</strong></td>
<td>enables marketers to gather information about their customers.</td>
</tr>
<tr>
<td><strong>Budget planning cycle research</strong></td>
<td>provides business leaders with data for effective financial planning.</td>
</tr>
<tr>
<td><strong>Negotiation preparation research</strong></td>
<td>provides data that is necessary for negotiations.</td>
</tr>
<tr>
<td><strong>Investment research</strong></td>
<td>involves the gathering of financial information for analysis.</td>
</tr>
<tr>
<td><strong>Psychological research</strong></td>
<td>utilizes research to analyze why the respondents are reacting in certain ways.</td>
</tr>
</tbody>
</table>
Ethical Considerations of Research

• Subjective research should be avoided.

• Respondents should not be abused, and their confidentiality should not be violated.

• Research should not be sold to individuals or organizations without permission.

• Respondents’ right to privacy should be upheld.

• Organizations are working to maintain integrity in research.

(Gerald_G, 2010)
Summary

• Research is a necessary component of any organization.

• It allows organizations to solve problems and stay relevant in their industry.

• Researchers must be able to collect data and use it.

• It is imperative research can be applied to the organization.
Check your knowledge!

Take the short quiz on the next few slides to review the information presented in this unit.

Image citation: (andrea_S, 2008)
Quiz Instructions

• To answer the multiple-choice and true/false questions, click the circle next to your chosen answer.

• To answer the matching questions, type the letter of the chosen answer from column 2 in the box next to the choices in column 1.

• Each question can only be answered once.

• After selecting your answer, click “Submit.” To clear your answer before submitting, click “Clear.”

• To advance to the next question, click the next button on the playbar.

• At the end of the quiz, you will have the option to review your answers. If you would like to review your answers, click the “Review Quiz” button. When reviewing the quiz results, click the next button to navigate through the review.

• If you do not want to review the quiz, click the “Continue” button to advance to the next slide.

Click the play or next button on the playbar to start the quiz.
Why is research important to an organization?

- A) It allows the organization to make informed decisions.
- B) It aids the organization in strategy development.
- C) It helps the company operate with relevant and accurate information.
- D) All of the above.
<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>C Business research</td>
<td>A Enables organizations to gather information about their customers to better serve their needs</td>
</tr>
<tr>
<td>D Policy research</td>
<td>B Involves the gathering of financial information to allow for better investing</td>
</tr>
<tr>
<td>F Evaluative research</td>
<td>C Consists of research that will aid in the strategic planning of an organization</td>
</tr>
<tr>
<td>B Investment research</td>
<td>D Utilizes research to analyze programs and develop solutions for organizations</td>
</tr>
<tr>
<td>E Psychological research</td>
<td>E Uses research to analyze why individuals are acting in certain ways</td>
</tr>
<tr>
<td>A Market research</td>
<td>F Compares previously gathered research on social programs</td>
</tr>
</tbody>
</table>
Organizations should refrain from having subjectivity in their research.

A) True

B) False
Which of the following is NOT an example of an ethical violation in research?

A) Keeping a respondent's answers confidential
B) Ignoring statistics
C) Selling research without proper permission
D) Using biased interpretations
It is likely that a company can stay relevant and innovative without ever conducting research.

A) True
B) False
References


You have completed this lesson!

To exit the lesson, close the browser window.