

# RESEARCH METHODOLOGY AND PUBLICATION

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## GUEST LECTURE

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# Proposals

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- I am sure that in MIMA, you are requested to come up with proposals every year – How do you select a topic?

## Types of Research

- Basic Research – to generate a body of knowledge -usually using existing theories and testing them or you want to enhance the understanding of an issue.
- Applied Research – focus on particular problem and try to find solutions.
- Case Studies – provide insights on how to use the experience in other organization
- Action Research – a constantly evolving process – problem, solution, effects, or consequences, new solutions

# Research Settings

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## Step 1:

- Identify topics -
- Identify problem statements, research questions and objectives
- Identify scope of the study – time, industry, geographical constraints, unit of analysis, etc
- Significant of the study – contribution –methodologically, theoretically, policy & managerial implications, knowledge wise and others

## Example 1

## Step 2:

- Research Design – Methodology-data, analysis,

# Information and Data Requirements

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- Secondary Data
- Primary Data
  - Quantitative Approach – interviews, case studies,
  - Qualitative data – questionnaire survey –
  - Conceptual papers -

# Importance of Theory

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- Theory represent attempts to develop explanations about reality or ways to classify and organize events, or even to predict future occurrences of events.

# Write – Interesting subjects

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- There must be an interesting story, a story that non experts—who would skip all the equations—would find intriguing.
- Equations should not dominate the paper. People lose interest.
- Controversies and debates stimulate reader interest.
- Before writing, answer the question: what new ideas or results does this paper offer?
- You have to demonstrate that there is some interest in the topic on which you are working.

# What will you do when you are assign a topic or a project?

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## Step 1: Search for Literature

- Questions
  - Why do you search for literature?
    - Knowledge on the topic, identifying the gap, provides supportive evidence, helps questionnaire formulation, formulating and fine tuning research questions, identify methods of analysis etc.
  - Where do you search?
    - Database – books, journals and others.
  - How many to search?
  - How do you organize?
    - Software – Endnotes

# Database

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- Emerald
- ScienceDirect
- Blackwell
- Sage Publication
- Inderscience
- Proquest
- IngentaConnect
- SpringLink
- Wiley InterScience
- UM DATABASE - show



# What you should you do while searching literature?

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- Develop framework for the projects
- Search for available data
- Search for potential interviewees
- Contact scholars in your area of interest – All you need is to email them

# Researchers need motivations.

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- Form groups – research groups, PhD group
- Have close contact with people who are passionate about research
- Watch movies -
- Have dreams

# Do you need to know statistics

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- Not really
- Do not use statistical analysis for the purpose of using it but use them correctly – e.g. simple vs. advanced analysis

But,

- you require it to understand the research articles
- You need them to deduce simple insights – for instance you need to understand how the basic data is used
- You need to know how to use simple analysis – average, growth rates, real vs. nominal values, etc
- Choice of statistical analysis depends on the types of data you have:
  - Time series data
  - Cross sectional data
  - Panel data

# Learn how to make use the software

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Researchers without computer skills will be an endangered species in this century.

- Word processing
- Referencing software – Endnote
- Qualitative research – Nvivo
- Statistical Software – SPSS, Eviews, STATA, S-PLUS.

# Good papers should have the following:

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- Good writing style – beyond grammar
  - Avoid passive sentences
  - Avoid long sentences
- Flow and structure – Create sections
- Critical Analysis – Critically assess the issues
- Arguments/Reasoning
- Statistical Analysis is unavoidable

# Writing Style

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- It **was estimated** by the research that half of the states would adopt the approach, and that savings of up to \$900 million a year would **be made**. However, to make sure these savings **are guaranteed** estimates will need to **be recalculated** by the Department of Labor for accuracy.

(49 words)

# Improved Version

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- The research estimated half of the states would adopt this approach and could save up to \$900 million a year. The Department of Labor will need to recalculate this estimate to guarantee these savings are accurate.  
(36 words)

# THE WORLD OF RESEARCH

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- -Publish or Perish –
- Why is publication important?
  
- **Individuals**
- Contribute to profession's dialogue (You have something to say)
- Guarantees a scholarship
- It generates additional income? (Books, newspapers, magazine – Link between journal articles & consultancy)
- Career prospects – need for competent scholars
- Gives you satisfaction and recognition (especially international exposure)
- Funding your future research



# THE WORLD OF RESEARCH

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- MIMA
- Revenue – research centers, publication house, consultancy. – Opportunity to fund your self/research
- Marketing Tools
- Ranking – Recognition
- Measurements of return on R&D investment

# Where to publish?

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- Newspapers
- Books – academic and research based (PhD work)
- Chapter in books
- Journals
- Monograph
- Working papers
- Conference proceedings

Please rank the following in terms of importance (value) 1 to 7. 7 being the least important.

# Article for Journals - Structure

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- Abstract; keywords
- Introduction – review the importance of the issue (Example)  
Importance of the area, Literature gap, Contribution to body of literature (e.g. methodology)

Motivation for the study –

- Why it is important to analyze and how your paper is different
- How your paper contribute to the existing knowledge
- Data and methodology – data validity, appropriate methodology
- Empirical Findings/Results – appropriate interpretation, discussion of results
- Implication and Conclusion – implication should only be drawn from your findings.
- Not more than 25 pages.

# ABSTRACT

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- What was done?
- Why was it done?
- How was it done?
- What was found?
- What is the significance of the findings?
- Example

# Introduction

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- Importance of the topic
- Motivation for the study
- Gaps (if any) and contribution

Example 1

Example 2

# Lets analyze the following statement – Motive for the study

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- “Despite having abundant literature in the case of developed countries, little is known on the link between transport cost and trade in developing countries.”
- Is this statement enough to motivate the reviewer to accept your article or to make significant contribution for your research work.

# Literature Review (LR)

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- Depends on whether it's a general review or review to support conceptual framework
- How many studies you need too review?
- Put in the latest literature
- Include reference from the journal that you want to send your article
- Do not forget to include the experts in your field in the reference
- Difference in writing LR for thesis and journals

[Example 1](#)

[Example 2](#)

# How to write your findings?

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- “The results of the study shows that trade cost has an insignificant influence on trade”
- Why?, Support from other studies?
- Contrary to the expectation, the influence of trade cost is less likely in our case owing to the .....
- Therefore, managers should not assume ....
- You must be accountable for each of the sentence



# Policy and managerial Implications

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- Assume : Trade cost significantly influence the trade performance of Malaysia.
- What is the policy & managerial implications you can deduce from this findings?

# Scope of your article

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- Connect your research to the field – review of literature – rejection if weak review
- Establish focus – do not put two ideas in one paper – target specific issue
- Write only after you collect sufficient evidence/data and developed strong theoretical arguments

# GETTING FEEDBACK

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- Revise, Revise, Revise -
- Peers
- Other scholars - collaborate
- Conferences – Please choose your conferences (conference alerts)
- Sending it to journals

# Writing Case Study

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- Qualitative approach
- (Individual Organization)
- (Multiple Cases)
- (Critical Reviews)

# Publishing Book

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- **The book proposal**
- The contents usually are:
- A cover letter - should sell the concept in a quick paragraph
- The prospectus (typically 4-8 pages)
  - Describe the book
  - Show how it is unique
  - Compare it with related literature
  - Summarize chapters (Don't just summarize the theory -Include examples to anchor the theory and make it memorable.)
  - Do some market analysis (more on this below).
  - Specify length (publishers rarely accept more than ~80-85K words)
  - Will there be pictures? (this is good but only if they're B&W)
  - Time line for finishing draft manuscript
  
- Table of Contents
- Sample Chapter (pick your most engaging and tantalizing, and if the intro isn't it, then include 2 chapters)
- Your CV

# Funding your research

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- Look for avenues in Europe and US
- Contact scholars within the area of interest
- Attend conference – select them carefully – there are a lot of avenues
- Fellowship
- R&D grants – universities, international bodies, local agencies
- Get grants through collaboration with local university lecturers

# What is next – after publication

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- Market yourself – websites, connect to people (socialize),
- Consultancy – government projects
- Books – coauthor – (edited book)
- Approach publishers



THANK YOU

Questions?

