BUSINESS RESEARCH SKILLS

BLEH2

WHAT IS RESEARCH?

- A systematic and purposeful investigation
- Involves collecting, analyzing, and interpreting data
- Aims to generate knowledge and inform decisions
- Seeks to answer specific questions or solve problems

WHY DO WE DO RESEARCH?

- To support decision-making
- To solve practical problems
- To generate new knowledge
- To reduce uncertainty
- To identify opportunities

RESEARCH AS BOTH SCIENCE AND ART

Research as science

- Uses systematic procedures
- Collects and analyzes data logically
- Tests relationships between variables

Research as art

- Requires creativity
- Requires interpretation
- Involves human judgment

THE RESEARCH PROCESS (OVERVIEW)

- Identify a problem
- Formulate a topic
- Develop research questions/hypotheses
- Define variables
- Collect data
- Analyze data
- Draw conclusions

TYPES OF RESEARCH (OVERVIEW)

Research can be classified based on:

- Purpose
- Application
- Method
- Time
- Nature of data

We will now examine the major types.

DESCRIPTIVE VS ANALYTICAL RESEARCH

Descriptive research

- Describes what exists
- Surveys, observations
- Example: What is the level of customer satisfaction in city hotels?

Analytical research

- Explains why something happens
- Examines relationships
- Example: Why does service quality influence customer loyalty?

APPLIED VS FUNDAMENTAL RESEARCH

Applied research

- Solves practical problems
- Example: How can a restaurant reduce food waste?

Fundamental (Basic) research

- Expands theoretical knowledge
- Example: Understanding consumer behavior theory

QUANTITATIVE VS QUALITATIVE RESEARCH

Quantitative

- Numerical data
- Surveys, statistics
- Objective measurement

Qualitative

- Words, opinions, experiences
- Interviews, observations
- Subjective interpretation

Conceptual

- Based on theories and ideas
- No direct data collection

Empirical

- Based on real-world data
- Observations and measurement

CONCEPTUAL VS EMPIRICAL RESEARCH

HALLMARKS OF SCIENTIFIC RESEARCH

- Purposiveness
- Rigor
- Replicability
- Precision
- Objectivity
- Generalizability
- Parsimony

WHAT MAKES RESEARCH RIGOROUS?

- Clear research problem
- Appropriate research design
- Valid measurement tools
- Logical conclusions
- Transparent methods

RESEARCH ETHICS

- Honesty
- Objectivity
- Integrity
- Confidentiality
- Respect for intellectual property
- Responsible publication

WHY ETHICS MATTER IN HOSPITALITY RESEARCH

In hospitality & events:

- Protect guest data
- Avoid falsifying customer responses
- Respect respondents
- Ensure informed consent

QUALITIES OF A GOOD RESEARCHER

- Analytical ability
- Numeracy skills
- Communication skills
- Organization
- Teamwork
- Curiosity

- Improves service quality
- Enhances customer satisfaction
- Supports policy decisions
- Identifies industry trends
- Creates competitive advantage

IMPORTANCE OF RESEARCH IN YOUR FIELD

END WEEK 1