6  RESEARCH METHODOLOGY

6.1 OBJECTIVES OF THE STUDY

❖ To analyze the prominent factors which cause teacher’s job satisfaction in B-Schools?

❖ To study the factors of teacher’s involvement in B-Schools.

❖ To study the factors of teacher’s empowerment in B-Schools.

❖ To study the factors of teacher’s loyalty and affiliation to the B-Schools.

❖ To study the relationship between involvement, empowerment, job satisfaction and loyalty & affiliation to the B-Schools.

❖ To offer suggestions for improving Job satisfaction among the B-School teachers.
6.2 HYPOTHESIS

Based on the proposed relationship discussed above, a set of hypothesis are developed to empirically address the research question.

H₁ There is a significant relationship between the level of teacher’s job satisfaction and the level of teacher’s empowerment.

H₂ There is a significant relationship between the level of teacher’s job satisfaction and the level of teacher’s involvement.

H₃ There is a significant relationship between the level of teacher’s job satisfaction and the teacher’s loyalty and affiliation to B-Schools.

H₄ There is a significant relationship between the level of teacher’s empowerment and the level of teacher’s involvement.

H₅ There is a significant relationship between the level of teacher’s empowerment and the teacher’s loyalty and affiliation to B-Schools.

H₆ There is a significant relationship between the level of teacher’s involvement and the teacher’s loyalty and affiliation to B-Schools.
6.3 SOURCES OF DATA

- **Primary data**
  
  Primary data or Essential information are those which are accumulated in spite of any point of reference in actuality and which could be extraordinary in character. There are various systems for information assembling, particularly in descriptive researches. This includes methods such as Observation Method, Interview Method, and Collection of data through questionnaires, for example warranty cards, content analysis, projective techniques, depth interviews and systems audits and so on.

  A structured questionnaire was built in correlation with objective of research and hypotheses. In this manner data utilizing structured questionnaire was to be gathered from B-School Teachers.

- **Secondary Data**

  Secondary data or Optional information speaks to an exceptionally capable instrument for the specialist as whole exploration work is done on the premise of auxiliary information. It is minimal more than the spine of investigation work. Auxiliary information is the specific case that has as of late been assembled and dismembered by an alternate individual. Commonly this explored information is open fit as a fiddle.

  The notions relating to Job Satisfaction, Employee Involvement, Employee Empowerment, Loyalty and Affiliation and other literature were taken from the different reference books and text books. The articles which were dependent upon the related subject were taken from Newspapers & Magazines which were published. Literature from the research journals were taken to have an understanding of the research problem so the gap in this exploration was identified and hypotheses was framed. Last but not the least, Literature from Websites was likewise looked into.
6.4 RESEARCH DESIGN
Research design is a blueprint of exploration study which shows that what scientist will do from composing the theory and its operational suggestions to the last examination of information. An exploration outline is the course of action of conditions for information accumulation and dissection of information in a way that intend to consolidate importance to research reason with economy in examination strategy. Research plan constitutes choice in regards to what, why, where, when and how concerning an analysis or an exploration study. By and large research configuration may be partitioned into the accompanying parts.

A Descriptive Cross-sectional design was decided to implement as per the demand of this current research. The research aims to quantify the attitudes and perceptions of B-School Teachers towards job satisfaction. It would be descriptive in nature because it measures the impact of Teacher’s involvement, teacher’s empowerment, teacher’s satisfaction and the teacher’s loyalty and affiliation to B-Schools. The data will be collected from the B-School teachers and their responses will be analyzed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

6.5 SAMPLING DESIGN
A Sampling design is a specific plan gaining an example from a given population. It implies the procedure or the technique; the researcher may accept to select units for the sample. It will additionally demonstrate the amount of units to be incorporated in the specimen otherwise called Sample size. Sampling design is determined before information is accumulated.

6.5.1 Type of Population: The first stage in developing any sampling design is to clearly characterize the total of sampling units, in particular, the population. Thus the researcher had made an endeavor to clearly characterize the population under study. The populations here recognized by the researcher were areas in and around Mumbai city which was fairly unambiguous.
6.5.2 Sampling Unit: The sampling unit was distinguished by the researcher before selection of a sample. A sampling Unit may be a natural geological unit, for example a state, a region, a village. It may be a social entity, for example a family or a school. It may also be an individual. In this way for the specific reason (logistics, cost, and heterogeneous crowd) the sampling unit chosen were B-Schools in and around Mumbai and the particular people fitting in with this locale.

6.5.3 Type of Sample: Sampling is concerned with the selection of a subset of individuals from inside a population to gauge attributes of the entire population. The three primary focal points of sampling are that the expense is lower, data collection is quicker, and since the data set is more diminutive it is possible to guarantee homogeneity and to enhance the correctness and quality of the data. It refers how sampling units are chosen. For the intention to complete the research project, the researcher had deployed Simple Random Sampling for conducting this survey as the population to be studied is not homogenous. The difference in the population under study is that the B-School Teachers belonging to different categories are to be included in the study.

6.5.4 Size of the Sample: The Sample Size is 120 B-School Teachers. The sample population is proposed to be further divided into the following categories:

- B-School Teachers grouped under Area of Expertise.
- Male B-School Teachers and Female B-School Teachers.
- Experienced B-School Teachers and Fresher (all those B-School Teachers who are having experience of less than 3 years).
- B-School Teachers categorized under different Age Groups.
- B-School Teachers with experience for the number of B-Schools worked with.

Researcher had made an attempt that the sample size was adequate, representative and estimator with sufficiently high precision.

6.6 RESEARCH AREA

The research area has been restricted to the region of Mumbai, Thane and Navi Mumbai only taking into account the logistical difficulties which maybe faced in selecting a wider for drawing
samples. However, every attempt will be made to ensure that all areas within Mumbai, Thane and Navi Mumbai will be adequately and equitably represented.

6.7 TESTING OF HYPOTHESIS

For the primary objectives which are considered by the researcher and the corresponding hypotheses, the statistical technique used to test the hypothesis was correlation technique, and ANOVA.