Chapter IV: Objectives, Hypothesis and Methodology

4.1 Objectives of the Study

As stated earlier following are the objectives of the study:

- To study the important parameters that assumes a basic part in occupation fulfillment of instructing workforce.
- To analyze the individual Factors and institutional factors that motivate faculty in work happiness.
- To depict general level of Job Satisfaction among the resources.
- To Study demographic factors (Age, Gender, Experience) wise satisfaction of faculties on motivational factors.

4.2 Hypothesis

- Hypothesis H\textsubscript{1}: it is possible that difference of opinions may arise in between male and female faculty members, w.r.t. many aspects related to their work satisfaction.
- Hypothesis H\textsubscript{2}: There may be considerable variation among faculty members of different age levels regarding the factors measuring their job satisfaction.
- Hypothesis H\textsubscript{3}: In B school faculty members, the job satisfaction levels are strongly correlated with the institutional specific factors with the salary of the faculty members.
- Hypothesis H\textsubscript{4}: Job Satisfaction has direct influence on the efficiency and working of the faculty members.
4.3 Research Questionnaire

In the exploration survey (Appendix 1), two major categories were considered viz. individual or person specific factors and institution or organization specific factors.

As stated in Chapter I, these are as follows:

- Individual or Person Specific Factors
  - Satisfaction from Classroom Teaching.
  - Training and Development Programs for Faculty.
  - Performance Appraisal.
  - Cooperation and Behaviour of Colleagues (Peers).

- Institution or Organization Specific Factors
  - Physical Working Condition.
  - Student Interactions, Students IQ, Student Curiosity, Eagerness to learn.
  - Recognition for Extra Work / Qualitative Work.
  - Objectives and Clearly defined promotion policies.
  - Payment / Salary.
  - Participation in Decision Making.
  - Challenging & Interesting Work.
  - Job Security.
Using the Likert scale, on the scale of 1 to 5 with 1 as lower level of satisfaction and 5 as higher level of satisfaction, job satisfaction levels are recorded from the respondents.

4.4 Structure of Thesis

In this thesis various topics were described. The thesis is divided into various sections, such as Introduction, Literature Review, Research Methodology, Data Analysis and then Summary with conclusions derived from the survey findings.

Introduction section will cover the subject background, subject problem and research purpose. On the basis of the research purpose, research questions are prepared and customized. Later it was discussed and is used in survey. The limitations of the present study were also highlighted.

Literature review section will present review of various books, articles and research papers those are available from the secondary research.

Research Methodology section describe research methodology, data collection method, data analysis process and discuss about the reliability and validity of the study. It also states various models put forward by the researchers (related to job satisfaction, its measurement) and their implications.
Data Analysis and summary section will elaborate on method of data analysis and hypothesis testing. This is followed by summary of conclusions presented as survey findings.

4.5 Research Methodology:

Research can be one time activity or an ongoing activity, this researcher feels that doing research for getting Ph.D. is one time activity but should not stop at that level and be taken forward afterwards by the same researcher or others and further research should become part of someone else’s Ph.D. thesis or this researcher’s post-doctoral study.

Research needs to have a clear objective ad that objectives should be firmed up before the research is started and the objective will decide how to go about doing the research or what type of research method be used for it or what research design needs to be used.

Research is classified in three categories:

1. Exploratory research—finding environmental conditions and reasons behind them

2. Descriptive research—finding details of environmental conditions for describing the reasons behind them.

3. Causal research—finding causes and reasons behind the conditions and finding solutions to handle these conditions

Exploratory research:

- Is not trying to validate thinking, it is purely exploration of conditions, so more and more open ended questions are included to find views/attitudes of respondents.
• Most of the time the information cannot be statistically analyzed as it is of varied nature

Descriptive research:

• is looking for facts to support your views (validating views)

• In this research, the questions are well structured and have multiple choice answers

• Statistical analysis is easy.

Causal Research:

• Is finding causes of problems at hand.

• causal research will have two objectives:

1) To understand which variables are the cause and which variables are the effect, and

2) To determine the nature of the relationship between the causal variables and the effect to be predicted.

In causal research, various experiments are also done to correlated cause and effect. Because of this the scope of research changes and the research is very structured with questions having answers in value terms or gradation

Next step in research is to Plan the sample

Planning the sample is very important step because the size of the sample and selection of sample decides whether your results are reliable/authentic or useless.
E.g. we are looking at various advance projections of election results that go haywire.

Mostly the reason behind it is

- Wrong sample
- Inadequate size of sample

Care should be taken to ensure that the sample represents the population properly

**Representative sample**

When the population is not large one can take representative sample of convenient size

1. If you have 100 students out of that 40 are girls and 60 boys and if the sample size is 10 one should have 4 girls and 6 boys

2. Out of above 100 students if 50 (20+30) are from 1\text{st} year and 50 (20+30) from second year then the representation will be 1\text{st} year- 2girls+3 boys and 2 \text{nd} year 2 girls+3 boys

How do I select the sample and what is the right size of sample are BIG questions?

We will look at both these aspects separately

**Sample size selection** is based on following factors

1. **Population size**- mostly unknown in marketing
2. **Margin of error** (confidence interval)– normally taken as ± 2 to 5%

3. **Confidence level**--normally 90-95% is taken for every

4. confidence level one can get a Z score from z score table

5. **Standard deviation**--- mostly taken as 0.5

The sample size is then decided as

\[ z \text{ score}^2 \times \text{std. dev.} \times (1-\text{std. dev.}) / \text{margin of error}^2 \]

If the sample size is known then following formula is used

\[ = [z \text{ score}^2 \times \text{std. dev.} \times (1-\text{std. dev.}) / \text{margin of error}^2] / 1 + [z \text{ score}^2 \times \text{std. dev.} \times (1-\text{std. dev.}) / \text{margin of error}^2 \times N] \]

Where N is the population
Size of sample is very critical when the population is very large. When population is not large one can use representative sampling method.

**Sampling methods**

1. Random (probability).

2. Stratified.

3. Cluster.

4. Quota.
5. Convenience.


Random sampling

For this one needs to have entire population listed and then the selection is based on random selection where everyone has chance to get selected. Pure random sampling is difficult to use and is used only when 100% population is listed.

Stratified sampling

In this sampling method respondents are selected from various strata of the society/population.

Cluster sampling

Cluster is a group of respondents available at one place at the same time e.g.

Quota sampling

In quota sampling one uses selected size of respondents from different classes/locations

In commercial research at this stage the cost benefit analysis is done to find out the cost and the management decides whether to spend the required amount or not depending on the cost-benefit analysis.

The cost is calculated as follows
Cost elements

1. Manpower
2. Travel costs
3. Respondent
4. Telephone & stationery
5. Agency
6. Studio/conference rooms/instruments/food
7. Samples
8. Commission to the retailers

Manpower Costs

Manpower cost is of two types

1. Internal
2. External

Internal cost is involved when the organization’s existing manpower is utilized by asking them to do research work in addition to normal work leading to overtime pay OR Asking them to do research work in place their normal work leading to loss of labour.

Manpower cost

External— external cost can of two types

1. Temporarily hired persons for particular job
2. Contracted persons/agency
The cost will vary on the basis of expertise required in terms of the work to be done.

Most of the companies hire agencies that take care of everything so that the company employees are not required to look after nitty-gritty.

Agencies can do the job faster as for them it is a regular job, for a company employee it is difficult because he is not aware of the people to be employed on freelance contracts.

The cost will vary on the basis of extent of research and the numbers of persons need to do the work e.g.

If you want 10000 respondents to be visited at 20 locations; you will need

1. \[
\frac{10000}{20} = 500 + 41 \text{ (1 briefing+20*2 travel + set up or) =540 man days OR}
\]

2. If you are paying Rs.1000/- per day the cost will be \[500*1000+41*2000=542000+\text{travel fare}\#

# briefing will be done by senior person

This is only data collection, analysis and presentation costs will be different. If the manpower used is required to be experienced and needs to interview a person.

The cost will be much higher as they will be able to do maximum of 4 interviews per day and their per day charges can be in the range of Rs.1500-2000/- or Rs. 500/- per interview in that case the cost of 10000 respondents will be \[10000*500= \text{Rs. 50,00,000/- analysis & presentation costs extra.}\]

**Respondent cost**

- Respondents are required to be paid/gifted when respondents are required to give detailed answers for a lengthy questionnaire
• Respondents are also required to be paid when you are conducting in-depth interviews, you may be required to spend on snacks and lunch etc. if the experiment is time consuming e.g. in certain experiments, you need to give FREE samples (marked/unmarked) to the respondents

Telephone & stationery cost

• Do not consider it as small amount, this can be a large amount as we need to have physical questionnaires for respondents to fill up (surveyor fills up asking info. From the respondents)

• We need to call the respondents many times to fix the interview.

• We need lot of leaflets, posters, photos, etc. while doing the interview.

Agency cost

• As said earlier we need to hire agencies to speed up the process.

• There are lot of support agencies in most of the towns/cities (thanks to HUL) who do lot of ground work at cost. These agencies no that you are dependent on them so they charge you high amounts to the work.

• Doing the ground work through your own employees works out more expensive as you need to delegate the work to senior employee

Studio, conference rooms/instruments etc.

• For conducting depth interviews you need to have a proper set up.

• Room with CCTV camera, recording facility, projectors etc.

• Room with monitors and observer sitting
Depth interview, single respondent, observers sit in other room

Samples cost

- For blind testing of products, we need to have product samples of own product as well as competitive products
- Product sampling at select locations to get consumer reactions & reviews
- For product testing at select locations

TO do OR not to do Research

- Reason is simple MR is done by commercial organizations and they do not waste money.
- So before decision on MR is taken one should evaluate
- What happens if MR is not done (commercial implications)
- If the losses are more than cost of MR then MR is done.

A manager will work out the cost of research before conducting any research

- Cost benefit analysis is then prepared
- The research proposal along with cost benefit analysis is presented to the top managers
- The top managers take the decision to go ahead with research or not do research

Decision on research is based on
1. Immediate benefits

2. Future benefit

3. Budget allocations

4. Product life cycle stage

5. Strategy on the product promotions

If the manager gets go ahead for the research then the next steps start

- In case the marketing manager gets LIMITED go ahead then the research design is changed to suit the limited budget allocation

- Sometimes the research is then conducted through the company employees

- Research done through company employees is always cost effective but not totally reliable as the company staff is not trained for research activity

- Such research may take longer time and lot of monitoring of staff

**Next step is data collection**

Data collection is done through

- Primary data

- Secondary data

Let us look at Secondary data first.
Secondary data— is collected from available data collected by some other researcher for some other research e.g.

- News papers
- Magazines
- Research journals
- Wikipedia
- Online information

Secondary data is not considered to be reliable and authentic

Secondary data is unreliable/not authentic because

1. It is collected for unrelated use
2. It is old and timed out
3. Source of information is not validated
4. It can be planted for some purpose

Data collection—Primary

Data collection can be

- Qualitative
- Quantitative

For exploratory research, more of qualitative data is collected. For descriptive and causal research, quantitative data is collected

Primary Data collection methods

1. Interview--- questionnaires are used for it
2. Observation method
3. Case study method
4. Survey method
5. Experiments

**Interview method**

1. Face-to-face
2. Telephonic
3. Computer aided or assisted

All these methods use questionnaires that will have 12-15 questions or else it will lead to various errors in research.

For detailed interview a method called in-depth interview technique is used.

**Errors in survey research**

1. Population specification (profile)
2. Sampling
3. Selection
4. Non-responsive
5. Frame
6. Measurement
7. Surrogate
8. Experimental

9. Time lapse

Population specification (profile)

As discussed earlier if the choice of respondent is not RIGHT the research will not give proper results e.g. in this research if we choose respondents that are not connected to B schools it will be wrong population choice.

2. Sampling error

In sampling error a major error is because a particular strata is left out and not represented at all e.g.

In a research about habits of non-vegetarian food if the researcher omits

I. Brahmins

II. Jains

III. Agarwals

IV. Maheshwaries

Considering them as pure vegetarians it is a sampling error for obvious reasons

In a research about surface quality of roads if we sample respondents only from two-wheeler riders and four-wheeler owners it will be a sampling error as we have not considered the truck and bus drivers and the commuters in the bus.

3. Selection error
Selection error happens when the surveyor contacts people whom he feels comfortable with e.g. in a mall a surveyor from lower class background is uncomfortable talking to girls and ladies from affluent families and also will talk to persons having good personality as he feels that they will not be responsive to him.

4 Non-responsive error

Non-response blunder can exist when an acquired example varies from the first chose test e.g.

A surveyor visits a respondent selected and finds that he/she is not-at-home or has travelled out of station for a longer period of time.

Sometimes a respondent starts answering the questions and then becomes uncomfortable answering the questions and resigns and refuses to answer remaining questions, it is also a non-responsive error.

5. Frame error

It is characterized as the non-correspondence of the looked for test with the required specimen. An examining outline is a methods for representing every one of the components of the populace. It is generally a posting of the considerable number of components that recognize a populace. An impeccable casing distinguishes every populace just once and does exclude components of other populace, which may prompt cover.

For instance,

- a inspecting outline that indicates the populace as all grown-ups utilizing oral care items – may well forget individuals who incline toward utilizing neem and babool sticks, natively constructed toothpaste and powders – prompting an edge blunder in characterizing the populace.
• Packaged merchandise producers frequently direct reviews of housewives, since they are less demanding to contact, and it is accepted they choose what is to be acquired and furthermore do the genuine obtaining. In this circumstance there frequently is populace particular blunder.

• The spouse may buy a noteworthy offer of the bundled products, and have huge immediate and aberrant impact over what is purchased. Consequently, barring spouses from tests may yield come about focused to the wrong gathering of people.

The difficulties faced by a person who has studied in local language in getting a job in MNCs and in his career prospects in MNC cannot be understood by following persons

I. Working in Government departments

II. Working in local bodies

III. Working in local language educational institutes

IV. Businessmen/traders/artists/doctors

6. Measurement error

• Measurement error is generated by the measurement process itself, and represents the difference between the information generated and the information wanted by the researcher e.g.

• A manufacturer wants to find the retailers behaviour with consumers buying their products ends up getting response from customers purchasing the products online
• Measurement error normally happens as the formation of questions is done wrongly e.g.

• You want to find out expendable income and you end up getting total income

Or

• You want to find out percentage of highly educated population and you end up getting literacy rate.

7 Surrogate error
Surrogate happens when someone else answers in place of respondent.

8. Experimental error
Experimental error happens when the choice of experiment is wrong.

9. Time lapse
Respondents change their opinions over the time, so if there is time lapse between the data collection of respondents then there will be variations in the responses

Present research will come under the descriptive research, which will attempt to determine influence of inspirational aspects on work satisfaction.

4.5.1 Data Required
Data about demographic profile of respondents, different parameters used for motivation for faculty, opinion of faculties about motivational factors and its impact on job satisfaction will be required.

4.5.2 Data Sources

The data and information was gathered using Primary Sources and Secondary Sources.

Primary Data Sources

The primary data regarding demographic profile, different parameters used for motivation for faculties and its impact on performance & work satisfaction was collected through structured schedule (questionnaire) from defined respondents as under.

Respondent were defined as listed below.

Most B schools have three types of faculties

- Full time Faculties
- Part-Time or Adjunct Faculties
- Visiting Faculties

This researcher has collected responses from all the three types of respondents. The problem of motivation and the pedagogy arises in all the three types equally.

Secondary Data Sources

The secondary data regarding concept motivation, motivational theories, work satisfaction was gathered from various books, newspapers and websites. This data was useful for conceptual framework.
4.5.3 Structured Questionnaire / Instrument

Questionnaire preparation

Questionnaire is always in two parts

1. Respondent information—this information is necessary to ensure that the respondent qualifies to answer your questions.

2. Actual questionnaire.

Types of questions

1. Close ended

2. Forced answer with multiple choice

3. Open ended

Close ended questions

- In this type mostly the respondent answers in YES or NO e.g. are you from Mumbai-----Yes/NO

- It can also have the either-or answers e.g. Are you Hindu or Muslim

One has to be very careful in asking close ended questions as they can be of no use as shown in above examples.

Ensure that there are not more than TWO correct answers for the questions you are asking.

Forced answers with multiple choice
Some people call these questions also as close ended questions as the respondent has no choice to answer differently but these questions can have single or multiple answers.

In this type respondents are given choice of answers to select from e.g.

Your age is between

- a) 15 or Below
- b) 16-30
- c) 31-45
- d) 46-60
- e) 61-75
- f) 76-90
- g) 90 and above

**Multiple choice questions** can be of rating or scaling type

**Scaling questions**

1. Nominal scales
2. Ordinal scales
3. Interval scale
4. Ratio scale

**Nominal scale**— It is the crudest form of scaling, it does not help in any showing any relations or values between the things. It only helps in finding frequencies e.g.

if you give
1 as code for man
2 as code for woman
3 as code for boy
You can analyze the data as number of boys, girls, men & women and nothing else.

**Ordinal scale**—ordinal scale gives ranking of items on a continuum as e.g.,

How would you rate the service of our staff? (1) Excellent • (2) Very Good • (3) Good • (4) Poor • (5) Worst

Likert and Slider scales are of this type.

**Interval scale**—Interval scale can be of numerical type or can be of semantic form.

The intervals are not directly proportionate to each other for example the criteria like say fresh and tastes good for food are not directly proportionate to each other.

**Ratio scales**

Ratio scale is similar to the interval scale but the values are directly proportional / connected to each other and so can be compared with each other and help in analysis of the data to greater extent.

Ratio scale has true zero and equal intervals just like real number system e.g. distance, time, weight.

**Comparative scaling**

When you want the respondent to compare one item with another comparative scaling is used. Comparative scaling is of following types.
1. Matched Correlation
2. Rank Request
3. Constant sum
4. Q-sort scale

**Matched correlation scale**

Near scaling strategy in which a respondent is given two protests at once and made a request to choose one question as indicated by some rule. The information got are ordinal in nature.

**Rank request scale**

- This is another kind of relative scaling system in which respondents are given a few things all the while and made a request to rank them in the request of need.

- This is an ordinal scale that portrays the favored and unfavoured objects, yet does not uncover the separation between the articles.

- The resultant information in rank request is ordinal information. This yields better outcomes when coordinate correlations are required between the given articles.

- The real hindrance of this strategy is that lone ordinal information can be produced.

**Steady Sum Scale**
• In this scale, the respondents are solicited to dispense a steady total from units, for example, focuses, rupees, or chips among an arrangement of jolt objects as for some foundation.

• For illustration, you may wish to decide how imperative the qualities of value, scent, bundling, cleaning force, and foam of a cleanser are to buyers.

• Respondents may be made a request to partition a steady entirety to show the relative significance of the properties.

• The favorable position of this procedure is sparing time. Notwithstanding, principle drawbacks are the respondents may apportion more or less focuses than those predetermined. The second issue is respondents may be befuddled

Q-Sort Scale: This is a relative scale that uses a rank request system to sort objects in light of closeness regarding some foundation.

• The essential normal for this system is that it is more imperative to make correlations among various reactions of a respondent than the reactions between various respondents. Along these lines, it is a near strategy for scaling as opposed to an outright appraising scale.

• In this strategy the respondent is given explanations in a substantial number for depicting the attributes of an item or countless of an item.

**Non-relative scaling**

• In non-relative scaling respondents require just assess a solitary question. Their assessment is free of the other question which the scientist is contemplating.

• The non-similar scaling strategies can be additionally isolated into:
(a) Continuous Rating Scale

(b) Itemized Rating Scale.

**Consistent rating scale**

- It is exceptionally straightforward and exceedingly valuable. In nonstop evaluating scale, the respondent's rate the items by putting a stamp at the suitable position on a persistent line that keeps running from one outrageous of the model variable to the next

**Ordered rating scale**

- Itemized rating scale is a scale having numbers or brief depictions related with every class.

- The classes are requested as far as scale position and the respondents are required to choose one of the set number of classifications that best portrays the item, brand, organization, or item quality being evaluated.

- Itemized rating scales are broadly utilized as a part of showcasing research.

- Itemized rating scales is additionally partitioned into three sections, to be specific (a) Likert scale, (b) Semantic Differential Scale, and (c) Staple Scale

**Likert scale**

- Likert, is amazingly well known for measuring states of mind, in light of the fact that, the strategy is easy to oversee.
• With the Likert scale, the respondents demonstrate their own particular mentalities by checking how emphatically they concur or can't help contradicting deliberately worded proclamations that range from extremely positive to exceptionally negative towards the attitudinal question.

• Respondents for the most part browse five choices (say emphatically concur, concur, neither concur nor deviate, dissent, firmly oppose this idea).

• A Likert scale may incorporate various things or explanations.

• Disadvantage of Likert Scale is that it requires longer investment to finish than other separated rating scales since respondents need to peruse every announcement.

• Despite the above weaknesses, this scale has a few preferences. It is anything but difficult to build, control and utilize.

**Semantic differential scale**

• This is a seven-point rating scale with end focuses related with bipolar marks, (for example, great and terrible, intricate and basic) that have semantic importance.

• It can be utilized to discover whether a respondent has a positive or negative state of mind towards a protest.

• It has been broadly utilized as a part of looking at brands, items and organization pictures. It has additionally been utilized to create publicizing and advancement techniques and in another item improvement examine.

**Staple scale**

• The Staple scale was initially created to gauge the bearing and power of a state of mind at the same time.
• Modern forms of the Staple scale put a solitary modifier as a substitute for the Semantic differential when it is hard to make sets of bipolar descriptive words.

• The changed Staple scale puts a solitary descriptor in the focal point of a significantly number of numerical Values

**Side by side matrix**

• When two aspects are to be checked of factor mostly importance and satisfaction level side by side matrix is used

• It helps the respondent to give proper answer and there is no confusion about his/her response

**Scale construction**— some of the points that needs to be considered during scale construction are

• Number of scale points,

• Odd Vs. even points,

• Balanced Vs. unbalanced scales

• Verbal & pictorial descriptions of response categories

**Number of scale points**

• Mostly people use 5 or 10 point rating scale

• I personally like to use 10 point scale because

  1. It is easier to use
2. Easier to analyze
3. Respondent is not confused
4. Wider choice of response
5. Chances of +ve or –ve response is higher (considering 5 as neutral)

But there is no hard and fast rule on it. It is researcher’s choice

Odd Vs. even points

- Again there is no rule it is researcher’s choice
- Even point forces respondent to going on higher or lower choice as there is no mid-point
- Most of the respondents have habit of giving answer at mid-point avoiding strong reactions

Balanced Vs. unbalanced scale

- Many researchers use unbalanced scales to force the respondent to give correct response and not neutral response
- There is no rule on it the researcher has the choice and he can decide as per his thinking
- Balanced scale has equal number of points on both +ve and –ve side with a neutral point
• Unbalanced scale has unequal number of points on both side of neutral point

**Forced Vs. Unforced scales**

**Forced choice scale**

• These are conditional scales where the respondent is forced to answer within the given options e.g. if the student is given a choice that you will get admission only in

  1. Zhumaritalliya
  2. Zharsugda
  3. Gadchiroli
  4. Osmanabad

The Student will choose say Osmanabad But is he interested in taking admission there? He may say I don’t want to do further studies

Similarly if a consumer is asked what soap would you buy out of the following

  1. Vimal
  2. Kamal
  3. Ghadi
  4. Lovely
  5. Pinky

He has not heard of any one of them he will give any answer that is of no use
But if the researcher is trying to find answer with limited options he will use FORCED CHOICE scale
**Unforced choice scale**

In this type of scale the researcher will put one extra option Any other (give details)
E.g. which biscuit will you buy?

1. Parle G
2. Tiger
3. Good day
4. Marrie
5. Any other (give detail)-----------

**Verbal & pictorial scales**

Many times it so happens that the respondents are unable to understand your point of view clearly and so are unable to give proper response. In such cases it helps to use verbal & pictorial scale where your view point is explained in pictorial form to clarify your view point e.g.

**Scale purification process**

- To ensure that the data collected is pure and unbiased we need to do
- Validity testing—face, content, construct
- Reliability testing---
- **Test legitimacy and unwavering quality**

Whenever a test or other measuring gadget is utilized as a major aspect of the information gathering process, the legitimacy and dependability of that test is essential.
Just as we would not utilize a math test to survey verbal abilities, we would not have any desire to utilize a measuring gadget for explore that was not genuinely measuring what we imply it to gauge.

- **Test Validity**

  The test question "1 + 1 = _____" is unquestionably a substantial fundamental expansion question since it is genuinely measuring an understudy's capacity to perform essential expansion yet it turns out to be less legitimate as an estimation of cutting edge number juggling.

  This question likewise turns out to be absolutely pointless for discovering learning about history

  Construct legitimacy is the term given to a test that measures a develop precisely and there are diverse sorts of build legitimacy that we ought to be worried with.

  Three of these, simultaneous legitimacy, content legitimacy, and prescient legitimacy are required to be talked about.

- **Simultaneous Validity**

  Concurrent Validity alludes to an estimation gadget's capacity to fluctuate straightforwardly with a measure of a similar develop or in a roundabout way with a measure of an inverse build.

  It enables you to demonstrate that your test is substantial by contrasting it and an officially legitimate test.

- **E.g.** on the off chance that you are trying about inclination of purchaser towards choice of air travel organization you should utilize the names that have been announced as well known aircrafts doing great
business and not obscure organizations or organizations that are not working together here.

For Pune to any goal one ought to get some information about carriers like Indigo, spicejet, fly, Air India and not Archana aircrafts

- Content Validity.

Content legitimacy is worried with a test's capacity to incorporate or speak to the greater part of the substance of a specific develop.

E.g. to take a similar case of aircraft prevalence one ought to make inquiries about their in flight benefit, registration counters, stuff dealing with and so on and not about their office area, or the nature of printing of the ticket that does not make a difference

- Prescient Validity.

In arrange for a test to be a substantial screening gadget for some future conduct, it must have prescient legitimacy.

E.g. Feline scores are utilized by IIMs for confirmation

They can't utilize scores of say a Talathi/Patwari choice test that has twelfth go as qualification.

- Test Reliability.

Reliability is synonymous with the consistency of a test, review, perception, or other measuring gadget.
• E.g. envision venturing on your restroom scale and weighing 65 kg just to find that your weight on a similar scale changes to 70 kg a hour later and 55kg an hour after that.

OR a responses of hungry individual before eating and in the wake of eating will contrast for a similar item

In light of the irregularity of this scale, any examination depending on it would absolutely be untrustworthy.

For instance you are trying customers on mustard oil quality.

The Biharies and Bengalies would be correct concentration gatherings yet is it is for cosmopolitan gathering having more number of Maharashtrians or south Indians it will wind up plainly temperamental as these individuals don't care for mustard oil by any stretch of the imagination.

Test-retest dependability one must be watchful about what has been named the memory impact. This is particularly genuine when the two test organizations are near one another in time.

E.g. envision taking a short 10-question test on vocabulary and after that ten minutes after the fact being made a request to finish a similar test.

Most of us will recall our reactions and when we start to answer once more, we may simply answer the way we did on the principal test as opposed to perusing the inquiries precisely.

• Parallel Forms Reliability.
One approach to guarantee that memory impacts don’t happen, is to utilize an alternate pre-and post-test.

All together for these two tests to be utilized as a part of this way, they should be parallel or equivalent in what they measure

• Between Rater Reliability.

Whenever perceptions of conduct are utilized as information in examine, we need to guarantee that these perceptions are solid.

Since the information will be subjective in nature it will shift from eyewitness to spectator

One approach to decide this is to have at least two eye witnesses rate similar subjects and afterward relate their perceptions.

• Assessment for promotion of candidate is done in this way by using more experts observing the candidate and correlating their observations

Open ended questions

• In this type the answer is not given but the respondent is allowed to give any answer that is recorded e.g.

• What is your opinion about development in India-------------------

• Questions can be asked after showing a picture or a film clip to the respondents and their opinions/thoughts about the picture/film clip are asked.

• These types of questions are used only by research firms in focus group interviews where live recording facilities are available.
• These questions are used mostly in exploratory research.

Structured Schedules & questionnaire will be used to collect primary data. This instrument will be used for collecting data from Stakeholders of B School. Faculties are the major sample for Study.

**Showcasing Research Methods**

There are different techniques for showcasing research one can consider – explore one can do with the normal or existing clients and with different sorts of clients. A portion of the prominent strategies that are for the most part utilized by little and medium-sized tourism business are examined beneath.

They are:

- Nonstop and Ad hoc
- Quantitative and Qualitative
- Essential and Secondary
- Omnibus and Syndicated
- Inhabitance Studies

**Nonstop and Ad hoc**

In today's focused business condition, it is important to gauge certain key pattern information on a normal or "nonstop" premise to profit business picks up. "Ceaseless" in this setting regularly implies every day, week by week or month to month or on an occasional premise. Expanding utilization of Internet permits nonstop information survey and its circulation. Information covering incomes, pieces of the overall industry, booking sorts and examples, consumer loyalty levels are the ordinary cases of "consistent" promoting research measures in travel and tourism. Nonstop data is progressively joined
into databases that give a decent wellspring of data for promoting blend choices by and large.

There are additionally numerous particular issues in showcasing that require look into significant to a specific issue or the circumstance. E.g. could a recently outlined manual for a guest fascination, with a print life of say two years, create additional income? Would the smorgasbord style rather than full-benefit breakfast will keep client fulfilled? Does the market potential legitimize interest in another venture (say inn) and, on the off chance that it does, what might be the venture measure (the lodging and the level of administration, and so on.) to legitimize the speculation? To illuminate such administration choices a particular or impromptu examination would be required.

Most showcasing examination apparatuses are a blend of ceaseless research including progressing interest in the observing of patterns, and impromptu reviews when the cost of research is supported to enlighten particular issues or open doors as they happen.

Quantitative and Qualitative

Quantitative systems are frequently used to give some essential signs of inspirations. In any case, by and large, investigate organizations can't foresee the courses in which individuals consider diverse items and such strategies are unsatisfactory for investigating client dispositions, sentiments, longings or observations. It is constantly conceivable to develop theoretical answers and request that individuals concur or dissent, yet these may not get at what truly matters to forthcoming purchasers. These techniques can be factually illustrative of the commercial center in general, the lengths of the example sizes are adequate and inspecting strategies are suitable.

These incorporate after:

- Mail/Email/Surveys
• Online Surveys
• Telephone Surveys
• In-house Customer Surveys

To comprehend and convey situating and marking esteems, subjective research is normally fundamental for bigger organizations. Subjective reviews start from the point of view that there are client (or staff) states of mind and inspirations to be investigated for which the appropriate responses can't be anticipated. How clients feel about Brand A contrasted and Brand B; what characteristics and qualities are seen as holding fast to Brand An and not Brand B; what kind of individuals are thought destined to purchase Brand An as opposed to B, et cetera. These are techniques that give bits of knowledge and perceptions, yet that are not measurably illustrative of the commercial center all in all.

These incorporate after:

• Observation
• Personal Interviews
• Focus Groups

Here are a few sorts of data that could be inquired about:

• Customer attributes - family/couple, gathering, age and pay level, reason for their outing, and so forth (distinguishing proof of market portions).

• What pulled in them to your business or to your rival's business (recommends the item components and bids that are working for you, and what your upper hands and inconveniences are believed to be).
• How they found out about you (recommends what advertising is working for you at present).

• How far ahead of time they chose to visit you (advises where and when to center your publicizing).

• How long they stayed and the amount they spent (proposes their level of fulfillment).

• What they thought of the experience (additionally proposes the degree to the requirements or desire are coordinated or surpassed; what you may enhance; what you may highlight in your showcasing).

**Essential and Secondary**

Essential information, covering both quantitative and subjective information, is a name connected to promoting research that is particularly dispatched by a business to add to its choices. It requires the social event of (essential) information, which is not accessible from whatever other (optional) source. E.g., a study authorized by one travel administrator to have bits of knowledge about the states of mind of recreation voyagers towards its own and other travel administrators contending on a similar course, would be essential information.

Auxiliary information will be data accumulated initially for a reason not identified with the necessities of a specific business, yet which might be utilized by it as a feature of its market data framework. Every distributed source, including government measurements, exchange affiliation overviews and business distributers’ market studies, speak to optional information.

Utilizing optional information is the simplest and savvy technique to get the data when contrasted with getting the essential information. For any choice requiring research data, starting quest ought to dependably start for the data at optional level before continuing, if vital, with the essential research.
Omnibus and Syndicated

Huge statistical surveying organizations gather their own particular information from review tests and pitch it to a scope of clients. Such research is known as omnibus overviews. These are possibly open to all clients. Such overviews are savvy for an organization which searches for answers to four or five key inquiries, contrasted with gathering the (whole) information themselves. Notwithstanding finding solutions to particular inquiries, such information give data on the profile attributes by age, postcode, readership of media, and so on.

There are numerous different omnibus reviews accessible, covering grown-ups as well as many market portions, for example, drivers, business voyagers, outside visitors, visit clients of inns et cetera. Omnibus reviews may likewise be completed for particular market portions, for example, hikers, business explorers, and so on. Factual information is an essential device for the organizers and strategy producers for arranging/arrangement detailing as well as to screen the advance of the plans and assess their effect. Information covers decision of settlement, transport mode, territories and goals went by, motivation behind trek, and so forth.

In India, Ministry of Tourism, Govt. of India has its own statistical surveying wing to embrace such reviews. The Department of Tourism draws out a Yearly Distribution called “India Tourism Measurements”, reliably giving purposes of enthusiasm of worldwide and private tourism, including bits of knowledge about the portrayed lodgings et cetera. What's progressively a little handout called “Tourism Measurements Initially” is in like manner brought out, giving revived and latest key quantifiable data. The Service in like manner assesses month adroit Remote Vacationer Landings (arrivals) figures and Outside Trade Profit (Expenditure) from tourism..

Such research is likewise done by The World Tourism Organization (UNWTO) which is the United Nations particular office in charge of the advancement of
mindful, maintainable and all around available tourism and a wellspring of tourism know-how.

Syndicated reviews fill much an indistinguishable need from omnibus overviews yet are generally authorized by a gathering of customers on a cost-sharing premise.

Syndicated overview is the overview is led by an examination firm at particular circumstances or expressed interims on any number of subjects chosen by the exploration firm. It is mostly in light of the customer demands. The review utilizes a specimen illustrative of the all-inclusive community of the nation. The whole review results are made accessible to all customers who subscribe to the administration.

One of the cases of the syndicated study is the study titled 'Asia Pacific Online Travel Overview, involving on the web travel showcase in Asia Pacific locale, composed for its individuals on normal premise by Pho Cus Wright. Another case could be a review titled 'Household Tourism Study', led by, the National Council of Applied Economic Research (NCAER) and supported by the Ministry of Tourism and Culture, Government of India, on building up India's TSA (Tourism Satellite Accounts). Individuals not just share costs and get subtle elements for their own fascination; they additionally access significant examinations with contender segments with regards to general patterns in the attractions advertise.

Both omnibus and syndicated considers give savvy types of research, particularly for littler organizations, for which the expenses of an impromptu study would for the most part be extreme or appointing such review will be excessively costly. By utilizing such reviews, firms can likewise acquire specialized help from research organizations with the wording of inquiries and elucidation of results. The omnibus strategy is particularly reasonable for accomplishing evaluated comes about substantially speedier than would be conceivable with specially appointed overviews.
Both omnibus and syndicated explore give cost-adequacy particularly to little firms who are additionally given specialized help.

**Inhabitance Studies**

Inhabitance studies is the data accumulation about inhabitance related subtle elements and measurements, which might be assembles on intermittent premise. It is exceptionally basic and important to comprehend enter drifts in the business, henceforth, a little however illustrative specimen of organizations in tourism, for example, lodgings are made a request to keep up their day by day records on entries and flights and rates paid. Such sort of information can then break down on a week after week, month to month or quarterly premise. This data can be conveyed to the area all in all.

**4.5.4 Sample Design:**

A Sample Design is a pre-defined way for getting the required sample from a given population. It is nothing but the technique used in selection of items from the population. For this research, the method selected is of Non Probability, stratified convenience sampling in which data collection (from the selected respondents) is done.

**4.5.5 Sample Size**

The substantial portions of the target B-school faculty members that are sampled to achieve reliable result are 300 numbers.

**4.5.6 Data Collection:**

The research was carried out in Pune city.
The study was designed to collect the details about the influential factors that affect the level of job satisfaction amongst the B-School faculties in the Pune city.

Data was collected by face to face interactions i.e. through field survey method that includes personal interviews. The questions in the questionnaire were both mostly closed ended. Since the survey was about the influential factors (opinion and attitude based), Likert rating scale was used. The collected data was tabulated and presented in the form of tables and graphs. Data was statistically analyzed. Use of various statistical test techniques was made to test and analyze the collected data.

Questionnaire validation

For ensuring that the data collected leads to proper analytical data, the questionnaire was first validated by doing a pilot survey of 30 respondents and was analyzed statistically, when the questionnaire was found to be leading to required and analyzable data the survey was then completed for the entire sample size (of respondents).

4.5.7 Data Sampling:

Sampling method considered for this project is Stratified sampling method. In this method of sampling, population is divided into smaller units or groups, called as strata. This division into required strata will depend on the respondents sharing a specific attribute or characteristics.

In the present study, the strata are various management institutions located in different parts / areas in Pune city. In these colleges, the respondents have been randomly chosen as per the convenience.