CHAPTER 4
RESEARCH METHODOLOGY

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RESEARCH METHODOLOGY

4.0 INTRODUCTION:

At a time when many Western economies are grappling with the effects of older and, in some cases, shrinking workforces, the balance of global labour supply is shifting to emerging economies. The size of workforces in these economies is staggering, with both China and India’s individual workforces being larger than those of Europe, the United States and Japan Combined. India’s labour force is expected to grow by 31 per cent over the next 20 years (2010-30). By 2050, India will have only 19 per cent of its population above age 60, compared to 39 per cent, 53 per cent and 67 per cent of populations above the age of 65 in the United States, Germany and Japan respectively (Accenture’s High-performance Workforce Study, “learning transformation”, Business today.)

Having a large young population can be a great asset for India, provided it is able to take on the challenging task of educating and training the workforce of tomorrow to equip them to contribute to its growth story. Harnessing the demographic dividend through appropriate skill development efforts would provide an opportunity to achieve inclusion and productivity within the country and also address the gap in the global skill shortage.

In this study, my main focus is on the relations between executives’ effectiveness and management education and training. In addition to this, I also verified executives’ effectiveness with reference to different demographic factors like Gender, Age, Education and Experience. In this research, it has been taken in to consideration that whether executives’ effectiveness affects organization’s profit, sales and turnover.
4.1 STATEMENT OF THE PROBLEM:

Therefore the statement of the problem under the study that has been selected is “AN EMPIRICAL EVIDENCE OF EFFECTIVENESS OF EXECUTIVES’ SKILL WITH AND WITHOUT FORMAL MANAGEMENT EDUCATION AND TRAINING”.

4.2 MOTIVATION FOR THE STUDY:

Organization must make effective use of their human resource in order to succeed in today’s global market place. It is commonly believed that managers are the most important assets of nations, organizations and institutions to meet the challenges of global competition, but what we can learn may not the result of management education but the results of street-smart thinking. With all this dilemmas and doubts, this study tries link with management education as an antecedent of the managerial effectiveness.

4.3 RESEARCH OBJECTIVES:

(1) To identify relationship between executive effectiveness and demographic variables such as Gender, Age, Education and Experience.

(2) To identify relationship between executive effectiveness and Management Education Status.

(3) To study the relationship between organizational levels and managerial Skills.

(4) To analyze the relationship between Management Education status and Sales of the organization.
(5) To analyze the relationship between Management Education Status and Profit of the organization.

(6) To analyze the relationship between Management Education Status and Turnover of the organization.

4.4 RESEARCH HYPOTHESIS:

Ho1: There is no significance difference between executive effectiveness and demographic variables.

Ho2: There is a significance difference between organizational levels and managerial Skills.

Ho3: There is a significance difference between Management Education status and sales of the organization.

Ho4: There is a significance difference between Management Education status and profit of the organization.

Ho5: There is a significance difference between Management Education status and turnover of the organization.

4.5 RESEARCH DESIGN:

A research design is a framework or blue print for conducting the research project. It details the procedures necessary for obtaining the information need to structure and/or solve research problems. The research design lays the foundation for conducting the project. The descriptive research design is being used to study the
formulated problem. Primary and secondary data has been collected according to
the need of the study. For collecting primary data, structured questionnaire has
been prepared considering objectives of the study. Moreover important factors
have been considered to measure the interested variable of the study.

4.6 SAMPLING ELEMENT:
Each and every executives or managers at different levels in organization, has
been identified as a sampling element.

4.7 SAMPLING DESIGN AND DATA COLLECTION:

- The universe of the study consists of all executives or managers at
different levels in organization.
- Sample size is 350.
- Sampling method is Convenient Sampling Method.
- Data type is Primary data and Secondary Data.
- Data collection tool is Structured Questionnaire.

4.8 STATISTICAL TOOLS USED IN THE RESEARCH:
Various Parametric Tests have been used to analyze the collected data. Namely,
Frequency statistics, Reliability of the scale test, ANOVA, Z Test, Chi square
and others.
4.9 LIMITATIONS OF THE STUDY:

- The sample size is not too much to generalize the result of the study.
- There are other variables besides Management Education which affect executives’ effectiveness.
- Evaluation is based on the primary data generated through questionnaire and accuracy of the finding entirely depends on the accuracy of such data and unbiased responses of the customers.

4.10 OUTLINE OF THE THESIS:

Chapter: 1
INTRODUCTION:
The fundamental regarding management, managerial skills, managerial effectiveness and management education is done as a part of this study is included in this chapter.
Growth and development of management, different managerial skills with different managerial levels, past, present and future about management education and managerial effectiveness fundamentals discussed in this chapter.

Chapter: 2
CONCEPTUAL FRAMEWORK OF MANAGERIAL SKILLS, MANAGERIAL EFFECTIVENESS AND MANAGEMENT EDUCATION:
In this chapter, include conceptual framework of managerial skills, managerial effectiveness and management education. This chapter deals with mainly History, growth and development of these concepts and present situation regarding these concepts. It also includes different theories, research and study regarding to these
concepts. There are many recent developments and analysis with references to these concepts.

Chapter: 3

REVIEW OF LITERATURE:

The focused and detailed review of literature is done as a part of this study concerning managerial skills, managerial effectiveness and management education. It includes many research, analysis, surveys, studies, papers, thesis and projects with references to managerial skills, managerial effectiveness and management education.

Chapter: 4

RESEARCH METHODOLOGY:

The detailed overview of the research methodology used for this study is mentioned here in this chapter. This chapter covers, defining the problem, objectives of the study, defining the hypothesis of the study, explaining the sample design, describing the tools used for data collection, explaining the methods of data analysis and citing the limitations of the study.

Chapter: 5

ANALYSIS AND INTERPRETATION:

In this chapter, explain the various methods used for analyzing the collected data. It also discussed the various statistical tools used for the analysis. Parametric tests of hypothesis testing and measure of central tendency were used to analyze the data. SPSS was used for analysis purpose of the collected data. More specifically,
Z test, ANOVA as a parametric test and Chi square test are used to test the various hypotheses.

Chapter: 6

FINDING AND CONCLUSION:

This Chapter highlights the conclusions based on the analysis carried out. It also provides the findings from the study and contribution. Based on the findings and conclusion chapter also includes suggestions for managerial implications.
4.11 References:

- Pannerselvam, “Research Methodology”, PHI Learning