Chapter-3
Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It involves various designs and techniques to come out with the fruitful solution to the problem.

Research Design: Causal Research and Analytical

**Causal research** also called explanatory research is the investigation of cause-and-effect relationships. In order to determine causality, it is important to observe variation in the variable that is assumed to cause the change in the other variable(s), and then measure the changes in the other variable(s). Other confounding influences need to be controlled for so they don’t distort the results, either by holding them constant in the experimental creation of data, or by using statistical methods. This type of research is very complex and the researcher can never be completely certain that there are not other factors influencing the causal relationship, especially when dealing with people’s attitudes and motivations. There are often much deeper psychological considerations that even the respondent may not be aware of.

**Analytical research** is a specific type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted. A variety of people including students, doctors and psychologists use analytical research during studies to find the
most relevant information. From analytical research, a person finds out critical details to add new ideas to the material being produced. This study, being Analytical in nature, will have detailed survey of the samples taken from selected multinational companies, to make the study more meaningful and concrete, research has selected multinational companies and private ltd. Company which have got approval from government. Researcher has selected following MNC to study motivation strategy for making effective leaders.

• AMERICAN EXPRESS

• INFO VISION

• IC ICI PRUDENIAL

• MAX NEW LIFE

• SAPIENT

• CON VergYS

• AVIVA

• TATA TELESER VICES.

The above private companies have been selected on the bases on approval from the government to run business in India.

**Location: Delhi & NCR (Gurgoan and Noida)**
Data type: Primary & Secondary

Data, or facts, may be derived from several sources. Data can be classified as primary data and secondary data. Primary data is data gathered for the first time by the researcher; secondary data is data taken by the researcher from secondary sources, internal or external. The researcher must thoroughly search secondary data sources before commissioning any efforts for collecting primary data.

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

Primary data is the specific information collected by the person who is doing the research. It can be obtained through clinical trials, case studies, true experiments and randomized controlled studies. This information can be analyzed by other experts who may decide to test the validity of the data by repeating the same experiments.

Primary data for the study will be collected through the medium of Questionnaire, which will target the motivational level of leaders

Sampling Technique: Simple random Sampling and Convenience Sampling
In statistics, a simple random sample is a subset of individuals (a sample) chosen from a larger set (a population). Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process, and each subset of k individuals has the same probability of being chosen for the sample as any other subset of k individuals. This process and technique is known as simple random sampling, and should not be confused with systematic random sampling. A simple random sample is an unbiased surveying technique.

**Simple random sampling** is a basic type of sampling, since it can be a component of other more complex sampling methods. The principle of simple random sampling is that every object has the same probability of being chosen. For example, suppose N college students want to get a ticket for a basketball game, but there are only X < N tickets for them, so they decide to have a fair way to see who gets to go. Then, everybody is given a number in the range from 0 to N-1, and random numbers are generated, either electronically or from a table of random numbers. Numbers outside the range from 0 to N-1 are ignored, as are any numbers previously selected. The first X numbers would identify the lucky ticket winners.

In small populations and often in large ones, such sampling is typically done "without replacement", i.e., one deliberately avoids choosing any member of the population more than once. Although simple random sampling can be conducted with replacement instead, this is less common and would normally be described more fully as simple random sampling with replacement. Sampling done without replacement is no longer independent, but still satisfies exchangeability, hence many results still hold. Further, for a small sample from a large population, sampling
without replacement is approximately the same as sampling with replacement, since the odds of choosing the same individual twice is low.

An unbiased random selection of individuals is important so that if a large number of samples were drawn, the average sample would accurately represent the population. However, this does not guarantee that a particular sample is a perfect representation of the population. Simple random sampling merely allows one to draw externally valid conclusions about the entire population based on the sample.

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to insure that this sample is an accurate representation of some larger group or population. The classic example of a convenience sample is standing at a shopping mall and selecting shoppers as they walk by to fill out a survey.

Convenience sampling attempts to obtain a sample of convenient elements. Often, respondents are selected because they happen to be in the right place at the right time.

Sample size: The sample size will be taken as 400, For the study, team leaders will be selected from the regional, zonal and head office of the selected companies.

Objectives of the research work:

1. To study the challenges & trends in changing scenario of motivational tools for create successful or effective leaders.
2. To study the techniques for making an effective leaders.

3. To analysis the motivational tools of selected M.N.C regarding leadership.

4. To analysis the all leadership qualities.

Above objective will be pursued considering the changing pattern in changing environment. This study concentrates particularly on Motivation method of M.N.C.

**Need of the study**

It is with above references, Researcher thinks that as of now,

- Leadership skill as an intangible product. We cannot buy but we can create it self

- Leadership is a continuous process of behaviors; it is not one-shot activity.

- To build a large number of motivational tools to improve the no. of successful leader and also improve their skills.

- To be able to meet high leadership skill standard.

- Leadership may be seen in term of relationship between a leader and his followers (individual or groups) which area out of their functioning for common goal.

- To explain that, leadership is the part of management or simply leadership is different from the management.
Hypothesis

A hypothesis is a specific, testable prediction about what you expect to happen in your study. Hypothesis is developed as to test the sample study as we cannot study hundred percent population and we cannot get accurate results.

H1o: There is no need for providing all motivational tools to the executives for building a successful leader

H11: There is need for providing all motivational tools to the executives for building a successful leader

Analytical tools: SPSS, MS Excel.

These software are used for the analysis of the data. The tools provided in the software like F-test, Chi-Square test etc. will be used in future as per the requirement of the study.

SPSS is software that is used for analyzing the information gathered by primary data through the various means. The collected data is fed into the excel worksheet and then the further processing is done to find out various relations like correlation, standard deviation, regression etc. It reads data from a number of sources, including MS Excel spreadsheets and SPSS databases.