CHAPTER III

RESEARCH METHODOLOGY

The objective of this research is to understand the relationship between the good HRM policies and the retention of employees in management institutes located in Navi Mumbai specifically and at other places in India in general. This research will also dwell upon the impact of HRM policies like salary and wages, performance management system, training and development, empowerment and engagement of teaching faculty, etc. The results of this research will be very useful for the managements of business schools and other stakeholders for the purposes of improving the retention of talented and competent and establishing the relationship of HRM policies on retention of teaching faculty. It will enable the fraternity of business schools in particular and other educational institutions in general to identify what are the major factors to be used to retain their employees through better knowledge of the motivational aspect toward achieving academician satisfaction.

The sources and methods of collecting data, information, problems and analysis are discussed in this chapter. For the purpose of this research study the previous research studies were reviewed and secondary data was collected to enhance the understanding of the area and the development process. Actually, it was a process to make an assessment of the issues raised by the teachers of the business schools. Based on the understanding from literature review, the data needs were established and options for data gathering techniques were considered. Questionnaire survey was adopted to gather information regarding the problem of the study.

The present chapter is divided into two parts. In the first part, development of research model or plan of study, which highlights that why this study is planned or what is targeted to achieve and what need to be done. It represents the whole picture of the study. Second part is the application of research plan in the field. This is the main part of the chapter. It also represents the tools and techniques used in implementing the research model.
Teacher retention has been an issue of concern for quite some time and it is the need of the hour that gap between the educational institutions, and the faculty is bridged with the help of this research. The topic was selected as this area is grossly under researched.

The research is confined to the business schools in relation to the teaching faculty retention. So the review of the available literature on teacher and employee retention in the organization in the schools thereby highlighting their problems and what are the essential factors in the teacher retention in the business schools.

It is clear that the corporate sector is a prime attraction for the teachers of the b-school but the story is not true when roles are reversed. There is a cut-throat competition in the corporate sector and the teachers of the B-schools often are a misfit in these situations, while the corporate head honchos never find it attractive to be a full time part of the business school. Therefore, it is necessary to review the facilities or services, incentives, work environment offered by the educational organizations to the faculties. The faculties are burdened with many issues, including that of the student’s performances, peer pressure, appraisals, self-up-gradations, technological advancement, etc.

**Objective of Research:**

The business schools in India have popped up like mushrooms in every nook and corner of the country. So there are lot of opportunities available with the teaching faculty in the management arena. In view of the high rate of attrition, taking care of the retention of the teaching faculty may lead to considerable cost and may at time prove to be out of reach of the business schools trying to cover the costs of imparting education for the purpose of grooming the students for improving their performance and achievements. The objective of this study is find out the major reasons of the high rate of turnover of the teaching faculty and to suggest ways for improving their retention to effectively run the show for providing quality education to the students intending to pursue the management education in business schools to build the strong foundation of our nation. The study has made an attempt to:
• Focus on Faculty Retention as a major HR issue in education sector with special reference to business schools.

• Reflect the scenario of Management education at risk due to talent crisis and unwanted teacher turnover in business schools.

• Emphasize that Faculty as a human resource, plays a vital role in the development of students as well as the workplaces.

• Show the relationship between teaching excellence and faculty motivation.

• Highlight the factors that lead to faculty attrition and the tools that should be taken into account for faculty retention on the basis of literature review and the finding of this study.

**Hypothesis**

A hypothesis is an assumption about the relationship between variables or the level of influence of independent variables on the dependent variable. In our research here the Independent variable would be retention.

• Ha= The working conditions are the reason for higher retention in teaching faculty in business schools
• Ho= The working conditions are not the reason for higher retention in teaching faculty in business schools
• Ha= the Compensation and incentives are the reason for the higher retention in the teaching faculty in business schools
• Ho= the Compensation and incentives are not the reason for the higher retention in the teaching faculty in business schools
**Research Design**

Descriptive method is being used up in this research design. The research method for a study has different stages and strategies to work on the issue. The ways by which the data is collected are called research tools. These are important though different in different studies. Based on the nature of the study the most appropriate methods are used that can answer the questions related to the objectives and hypotheses of the study. In this study, the research tools are a combination of different techniques; primary data and secondary data have been used and analysed using statistical techniques.

**Sample Method**

The most frequently used approaches for statistical analysis of survey data and estimation of input/output relationship using regression analysis are based on a simple random sample for data collection. Unfortunately simple random sampling is rarely practical in large scale surveys. A multi-stage procedure can greatly simplify construction of a sample frame, while ensuring that the survey population is adequately covered.

However, the conventional formulae yield biased population parameter estimates for samples that are not randomly selected. Alternative, and often far more complex formula are required to reduce or eliminate biases.

**Sample Size**

The primary data for the study is collected from the pre-tested interview schedule. The samples are chosen by the method of simple random sampling without sample replacement. 201 samples have chosen from the study area and collected samples were scrutinized to check the validity and found 1 questionnaires as defective and they are removed finally 200 sample was taken for the purpose of the study.
The sampling framework developed for the current study is multi-stage sampling method. In the first stage, the study area is selected which are the educational belts in Navi Mumbai city limits, second stage, the teachers of the business schools are given more preference in the study areas.

**Research Area**

The research or Sample areas are the business schools in Navi Mumbai. Navi Mumbai is a very important geographical region due to recent population and the development in terms of the education sector. The business schools chosen are within the Navi Mumbai city i.e. Vashi, Sanpada, Koparkhairne, Airoli, Nerul, CBD Belapur, Kharghar, Panvel, Ghansoli, etc. Navi Mumbai is a multi-dimensional city with all types of sectors like industrial, IT, Service, Residential, Real Estate, Retail, Schools, Colleges, Professional Institutes of Higher Learning in the educational sectors, etc.

All the participants in this research are connected to the business schools and/or are in the field of the teaching in the business schools.

The participants include both male and female, belongs to different age groups, educational qualifications, occupations, levels of income, type of living place, purpose of teaching/industry, tenure of business, problems faced, market segmentation etc. All the participants belong to Navi Mumbai city and some way or the other related to teaching sector.

**Collection of Data**

The collection of data consists of primary data. The primary data is collected by floating a structured questionnaire. The discussions opinions and interactions with the people would provide a better understanding of the problems faced teaching professionals.
In course of preparation of the thesis, exploratory studies have been undertaken. In the ambit of exploratory research strategy, detailed search of the literature has been carried out. Literature review has been performed in order to form the secondary data.

Apart from documentary sources viz.-books, journals, reports of various committees constituted to look into teacher reforms; multiple sources like area based sources viz.-government reports, budget documents, b-school surveys and time-series based sources like statistical reports published by government have also been consulted. Tertiary literary sources called search tools have been used to locate relevant secondary literature.

The structured questionnaire consists of 39 No of questions.

**Statistical Methods:**

The classified data were subjected to the statistical method of analysis. Data collected from the survey is analysed using various statistical techniques by IBM SPSS Ver 20. The statistical methods adopted consisted of Simple Arithmetic mean, coefficient of contingency, and for testing Null hypothesis Chi-square test and One-way Annova were adopted.

The data and methods were classified in different tables and chi-sqaure tests of different null hypothesis are given in the technical analysis of the subject.

**Methods of Reporting**

The research reporting text consists of graphs, tables, bar diagrams, line diagrams, pie charts for effective understanding.