CHAPTER II

RESEARCH METHODOLOGY
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2.1 Introduction

Four types of studies can be called research namely, reporting description, explanation and prediction. Business research can be defined as systematic enquiry that will provide information on Business decision making.

2.2 Purpose Of Research

It was felt that business process outsourcing is one of the most important factors for the key player in market and needs serious attention to analyze the current trends in the international market and to provide the analysis with sound reasons behind it. Research was made to study the current situation within the international market in terms of business process outsourcing and to access existing trend.
2.3 Research Procedure

An epigrammatic questionnaire was prepared together with the personal interview, and the executive experience in the industries was utilized to gather the data. Also the existing literature over internet was extensively used for gathering data and to have opinion/view from subject matter experts. The questionnaire has been included in chapter XII and some of the responses received from executives are also attached as part of appendix. The international market is becoming extremely competitive on the gross margin on outsourcing for business due to cut-throat contest between companies. The research, therefore, is concentrated more on accessing the trend in current international Business process outsourcing market and the implementation of research specific in current international Business process outsourcing organizations.

Twenty-Five questionnaires were sent to the CEO of Companies, out of which eight were received with appropriate response.

The goal was to try and establish the trend in current international market for Business Process Outsourcing as well as the importance and implementation of Business Process Outsourcing.
2.4 Procedural Design

The research questionnaire was designed to produce results that are objective as possible. The sampling that was used to dictate to an extent by willingness of the organization to participate in the research.

The research was highly influenced by expert opinion and survey conducted by research organizations. The use of questionnaire was to determine the trends in current international market for Business process outsourcing organizations and also to understand the international market in terms of Business process outsourcing as an opportunity.

2.5 Analysis of the data

Data was conducted by comparing the response of various respondents. The questionnaire was first presented to interviewees and after completion of the same, an in-depth discussion was conducted to highlight certain aspects and to enlighten others.
A definite flaw in the procedural design is that due to lack of sensitive information on the Business Process Outsourcing and executives of the organizations interviewed, a misconception concerning the state of Business process outsourcing trend in international market can be created. The second criterion that may be leveled is that the sample was not big enough and, therefore, not representative of the entire industry. The industry however was largely owned by the top 10 companies and their published opinions and response for questionnaire are considered. The research was, therefore, able to cover the philosophy guiding BPO organizations.

2.6 Conclusion

The research into one field, a trend in Business Process Outsourcing in current International market, where organization needs to focus is in mature state and needs close eye on the competitors to survive and grow. Business Process Outsourcing is currently poised at the edge of new paradigm. Continuous research into Business Process Outsourcing is needed. The research should include bigger sample and more intense dissecting methods in order to analyze the Business Process
Outsourcing organization in detail, and thus should be able to advice on specific action steps for this organization.