CHAPTER 5

RESEARCH METHODOLOGY

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>PAGE NO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 PROLOGUE</td>
<td>175</td>
</tr>
<tr>
<td>5.2 RATIONALE OF THE STUDY</td>
<td>175</td>
</tr>
<tr>
<td>5.3 RESEARCH PROBLEM</td>
<td>175</td>
</tr>
<tr>
<td>5.4 SCOPE OF THE STUDY</td>
<td>176</td>
</tr>
<tr>
<td>5.5 OBJECTIVES OF THE STUDY</td>
<td>176</td>
</tr>
<tr>
<td>5.6 STUDY DESIGN</td>
<td>177</td>
</tr>
<tr>
<td>5.7 SAMPELING DESIGN</td>
<td>177</td>
</tr>
<tr>
<td>5.8 SOURCES OF DATA</td>
<td>178</td>
</tr>
<tr>
<td>5.9 HYPOTHESES</td>
<td>179</td>
</tr>
<tr>
<td>5.10 ANALYSIS</td>
<td>179</td>
</tr>
<tr>
<td>5.11 LIMITATIONS</td>
<td>180</td>
</tr>
</tbody>
</table>
5.1 PROLOGUE

The research methodology is used for collection, analysis and tabulation of data for the research. The selected tools are being utilized for the particular research, following is the detailed design used in the research.

5.2 RATIONALE OF THE STUDY

The study focuses on “An Indepth study of Ethical Dimensions in selected Industrial Units in India. The research study attempts to explore various areas and dimensions associated with Ethics and industries being ethical at large.

5.3 RESEARCH PROBLEM

Ethics has always yield its importance since decades and many academicians have given many view points on same. Development of ethics in Human recourse management as well as in other disciplines has played an important role and all its systems and functions can be related to ethics. Much of research is done nationally and internationally at fronts of ethics and related areas, many academicians have formulated models for explaining ethics importance and theories are still developing.

A very few studies are seen on the dimensions of ethics in industries, specified to Indian perspective, and for same researcher has selected this topic and gave main emphasis to the dimensions of ethics in different disciplines and Industries perception towards it.
5.4 SCOPE OF THE STUDY

The study covers ethical dimensions which are prevailing in the private sector organizations of India and this study has following scope.

1. To enable organizations understand the ethical dimensions.

2. To enable students to view the theoretical aspect from practicality point of view, understand constraints organization face while implementing ethical dimensions.

3. To understand the ethical perspective of the employees and mainly from the view point of different management disciplines namely marketing, human resource, finance and production.

5.5 OBJECTIVES OF THE STUDY

The main objectives of the research are as follows:

1. To study the behavior of different industrial houses on Ethical practice in Marketing, HRM, Production & Operational management and Finance.

2. To get knowledge on perception of industrial houses on their Ethical approaches.

3. To find out most appreciate and commonly used ethical practice’s in Industrial units.

4. To identify the most unethical business practices adhere by the industrial units to run business.

5. To enlist the main reasons behind not installing ethical programs in business.
5.6 STUDY DESIGN

This study used a descriptive survey design. The purpose of descriptive surveys, according to Ezeani (1998), is to collect detailed and factual information that describes an existing phenomenon.

5.7 SAMPELING DESIGN

Sampling Design deals with the method of selecting items from the total population for the purpose of study.

1. Population

Population of the study was employer or employee working in various units from India. A census of units from four states of India was taken.

2. Sampling Frame

The sampling frame is the list of private limited companies registered with All India Flat Tape Manufacturers Association.

3. Sampling Technique

A two stage random sampling technique was used to select 200 respondents. At first stage, units were randomly selected from each state. At second stage, from selected units, pre-decided number of respondents was selected using “simple random sampling”. In brief Stratified Sampling method was adopted by the researcher.
4. **Instrument**

A written questionnaire was prepared to collect the required Information from the selected units and respondents.

5. **Sample Size**

The researcher had taken 50 respondents from each selected state. So total 200 (50*4) respondents were taken in this study.

5.8 **SOURCES OF DATA**

In order to achieve the objectives of present study, the researcher has used two types of data collection methods namely.

a. Primary Data
b. Secondary Data

a. **Primary Data**

Primary data was collected from employees of selected Industrial units in India.

b. **Secondary Data**

Secondary data is collected from books, magazines, journals, news papers, websites, and previous research.
5.9 HYPOTHESES

- There is no significant difference in Ethical practice in Marketing between organizations from selected four zones.

- There is no significant difference in Ethical practice in HRM between organizations from selected four zones.

- There is no significant difference in Ethical practice in Production and Operational management between organizations from selected four zones.

- There is no significant difference in Ethical practice in Finance between organizations from selected four zones.

5.10 ANALYSIS

The result is displayed in the forms of tables, charts, model figures etc. Descriptive statistics, Pearson Chi – Square test, ANOVA (Analysis of Variance) with use of F-Test and Multiple classification methods with t-test were employed to analyze the collected data. In some situation, the “Non-Parametric test” was also applied. The data analysis was carried out with the help of statistical software “SPSS” (Student Version). For each statistical test, correspond p – values were obtained and on the basis of this value, the last conclusion for rejection / acceptation of the particular hypothesis was made. We have put the level of significance (l.o.s.) at 5%. i.e. if the p-value is less than 0.05, we reject hypothesis otherwise we accept it.
5.11 LIMITATIONS

There are some limitations of the research work, which are as follows:

1. The data is collected from various regions of India and hence some information may be lost.

2. The information given by the respondents may be not 100% reliable.

3. The required information is pertaining to ethical practice; it may happen that some information was not given by the respondents due to confidentiality of the matter.

4. The study is only limited with the private sector organization of India and may not be utilized for entire Nation.