

## CHAPTER 7

# UNDERSTANDING RESEARCH METHODOLOGY AND DESIGN

### LEARNING OBJECTIVES

At the end of this chapter the student should be able to:

- Understand, discuss and write about research methodology.
- Understand how research methodologies are deployed in research.
- Decide on the methodology most appropriate for their own research and create a methodological framework for that research.
- Critique the use of methodologies in other research projects.

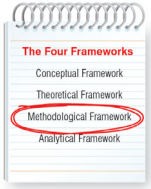
### RESEARCH SKILLS

At the end of this chapter the student should, using the exercises on the accompanying online platform, be able to:

- Evaluate the utility, value and limitations of the methodologies deployed in given research projects.
- Design a research project with an appropriate methodology.

The aim of this chapter is to introduce the student to research methodology, to give the student an understanding of how to use research methodologies and to outline some of the methodologies used in research. The chapter details and explains the third framework in the four frameworks approach to research, the methodological framework, and shows how to develop an appropriate methodological framework for a research project. The different elements of the methodological framework are highlighted and explained.

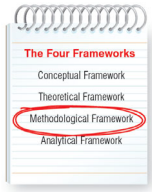
## RESEARCH DIARY ACTIVITIES



### ACTIVITY 7.1

In your research diary, write a brief critique of the methodology used in the research project presented in the Real World Research textbox on page 180 of the textbook; the research project is entitled 'Sensemaking, rhetoric and the socially competent entrepreneur'. In your critique state what you think is good about the methodology used, and highlight any weaknesses, if you think there are weaknesses.

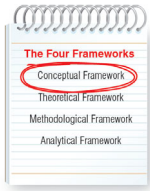
**ANSWER:**



## ACTIVITY 7.2

In your research diary, write an overview of the research methodology you intend to use in your research project. In this overview explain the methodology and how it is used in research. Explain too how you intend to use the methodology in your research. Finally write a justification for your choice of this methodology for your research project.

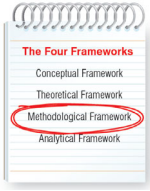
**ANSWER:**



## ACTIVITY 7.3

When you have read this chapter practice developing ideas for research projects in your research diary. Use the knowledge you have gained from reading the chapter in the work of developing your ideas. For this exercise, draw three different spidergrams to help you develop your ideas.

**ANSWER:**



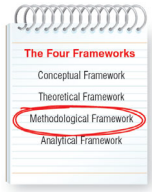
## ACTIVITY 7.4

In the 'Your Research' textbox on page 190 of the textbook, the following research diary exercise is presented.

'Imagine that you are a professional researcher and you have been asked to conduct a research project on the following: 'Key principles of Britain's top strategic managers'. Using your research diary propose three different methodologies for the research and detail the data collection methods to be used in each.

Carry out this exercise in your research diary.

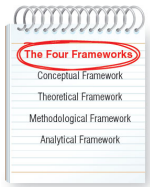
**ANSWER:**



## ACTIVITY 7.5

In your research diary, write a critique of methodological framework Genji developed for her research project. This methodological framework is outlined in the end of chapter case study. In your critique, evaluate the utility, value and the limitations of the proposed research methodology.

**ANSWER:**



## YOUR RESEARCH DIARY

*Please use this section to start your own Research Diary and keep accurate records of your research as it progresses*

**DATE:**

**RESEARCH ELEMENT/ASPECT:**

*Detail the topic or section of research being undertaken*

**SOURCE:**

*Record website addresses, book citations, library references, contact details etc.*

**SUMMARY:**

*Reflect on your experiences, thoughts, ideas and developments*

**NOTES:**

*Make general notes on your research, for example questions for further reflection and/or investigation, your thoughts, your observations and plans for future research.*