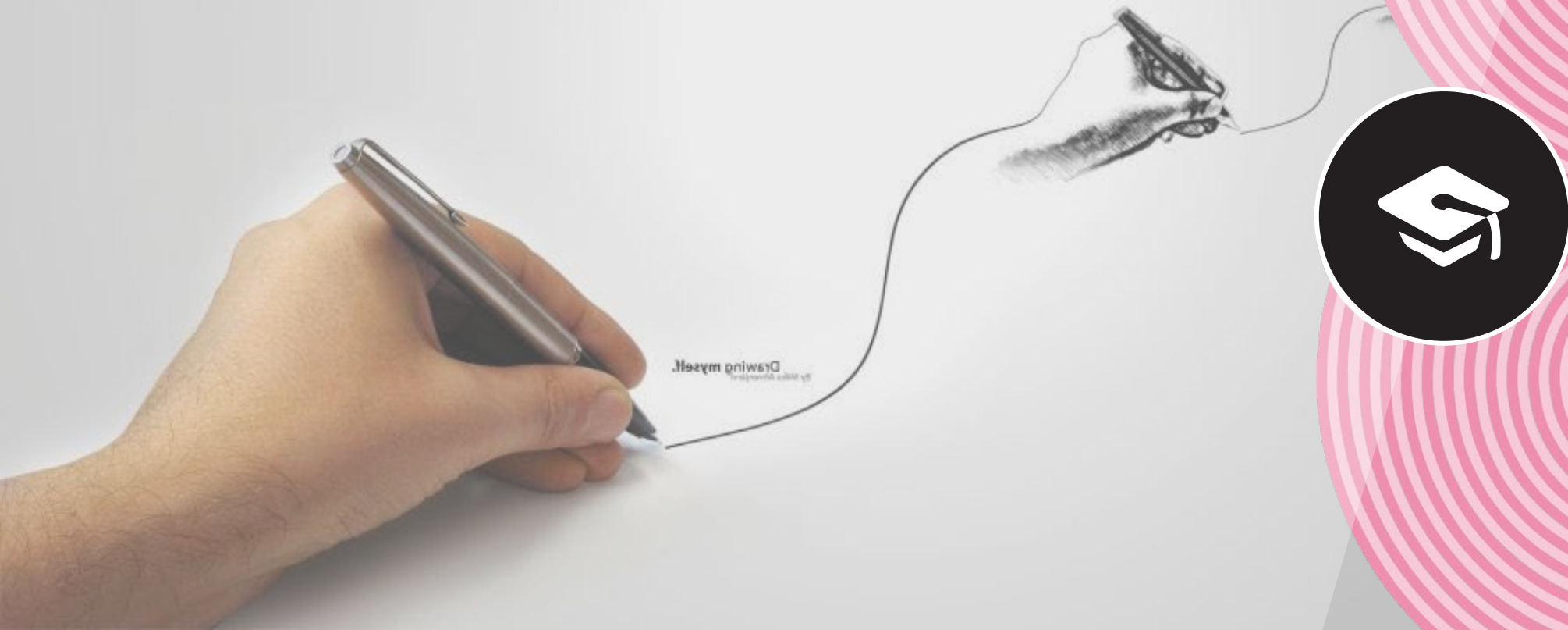


Research



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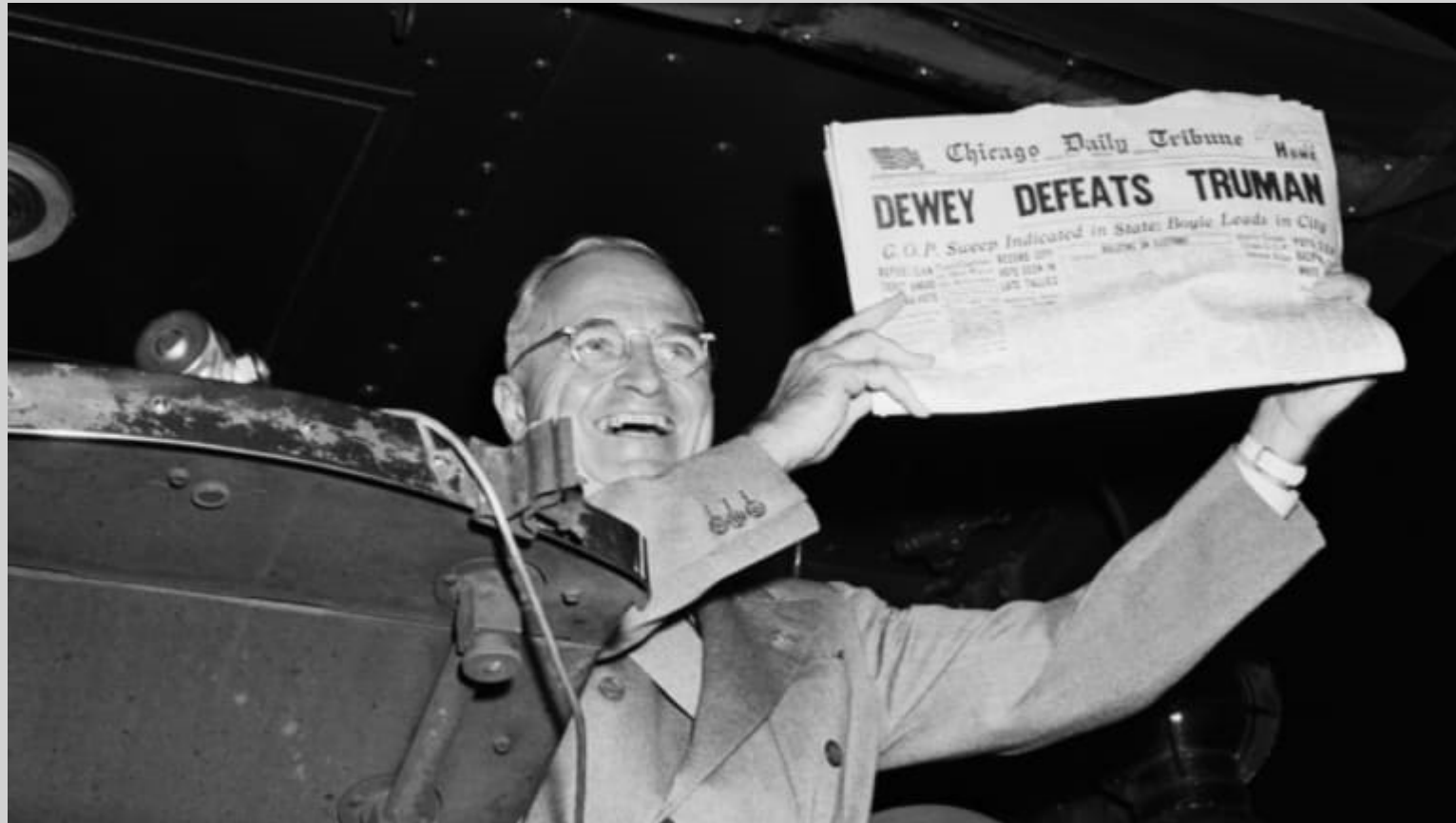
01 What is research?

1.1 Definition

- **Research** is any **organized** inquiry that is carried out in order to provide information that can be used to **solve problems**.
- **Business research** is a **systematic** inquiry that provides information to **guide business decisions**.

01 What is research?

But why?



01 What is research?

But why?

Place Healthier Brands to different levels of your shelf to showcase items that are on sale. Shelf talkers also draw attention to items that are not at eye level.

Oversize Items

Best Sellers & Leading Brands

Store Brands

SECRET BRAND Buy Low

01 What is research?

1.2 Identify a problem

- Both **pure research** and **applied research** are problem-solving based.



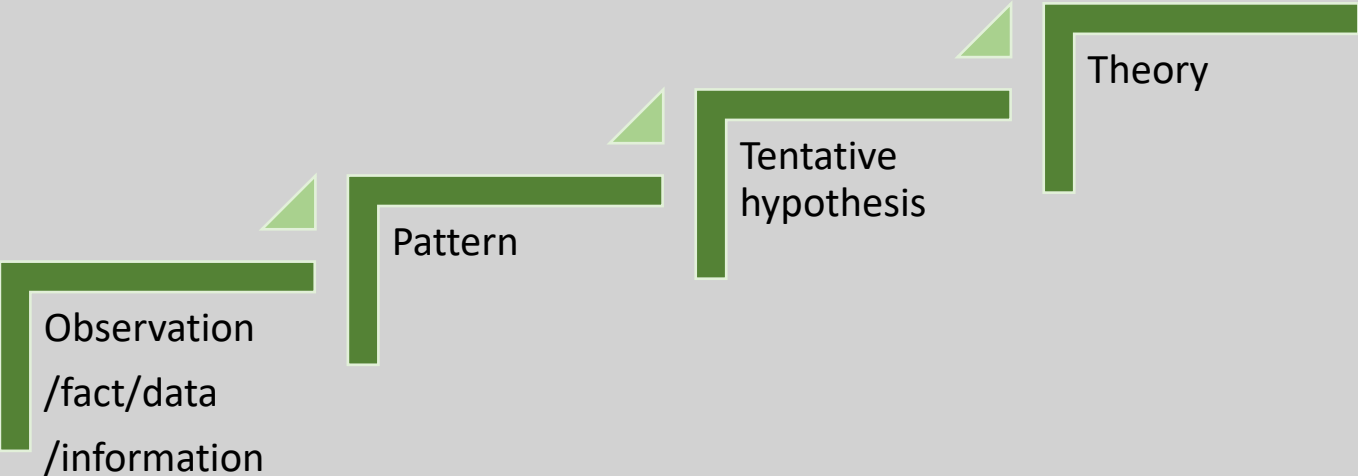
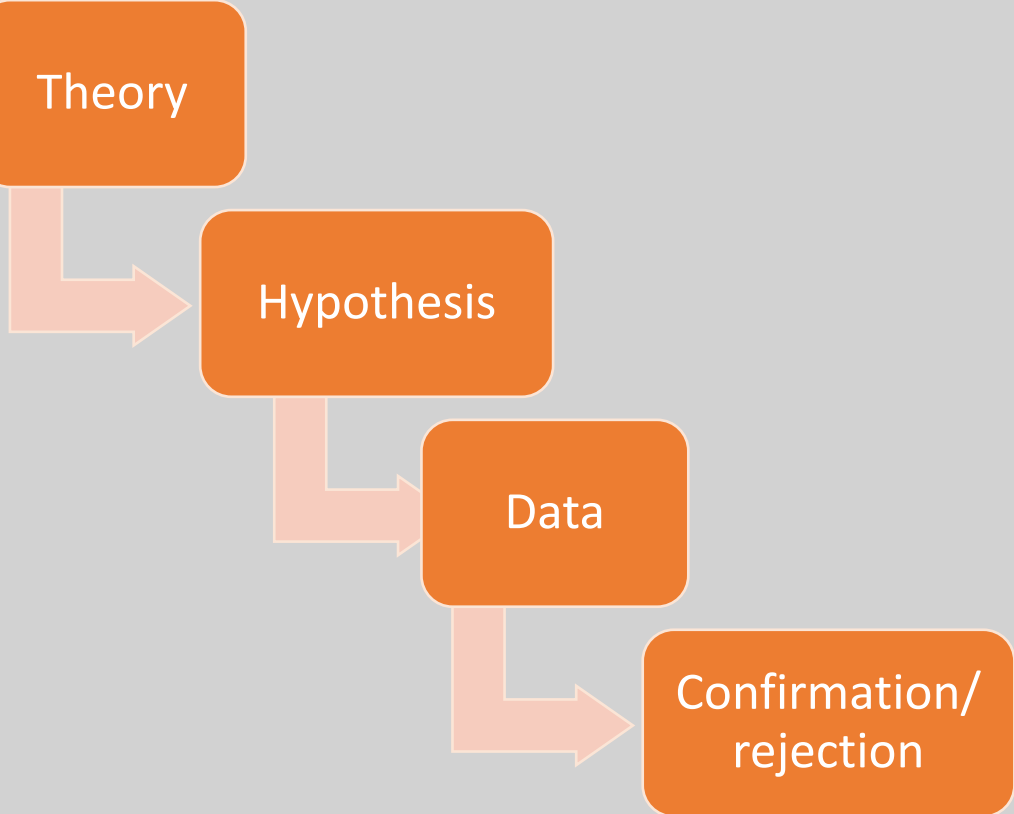
01 What is research?

1.3 Research classification

Deductive

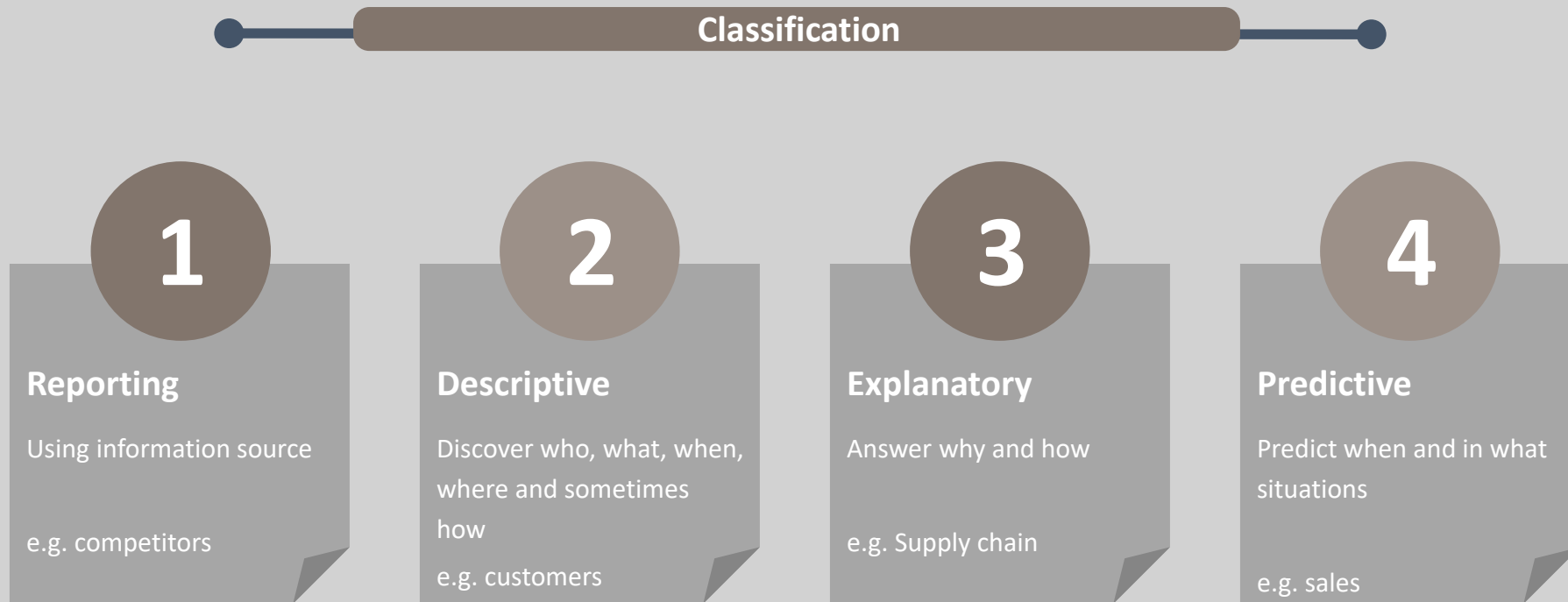


Inductive



01 What is research?

1.3 Research classification



01 What is research?

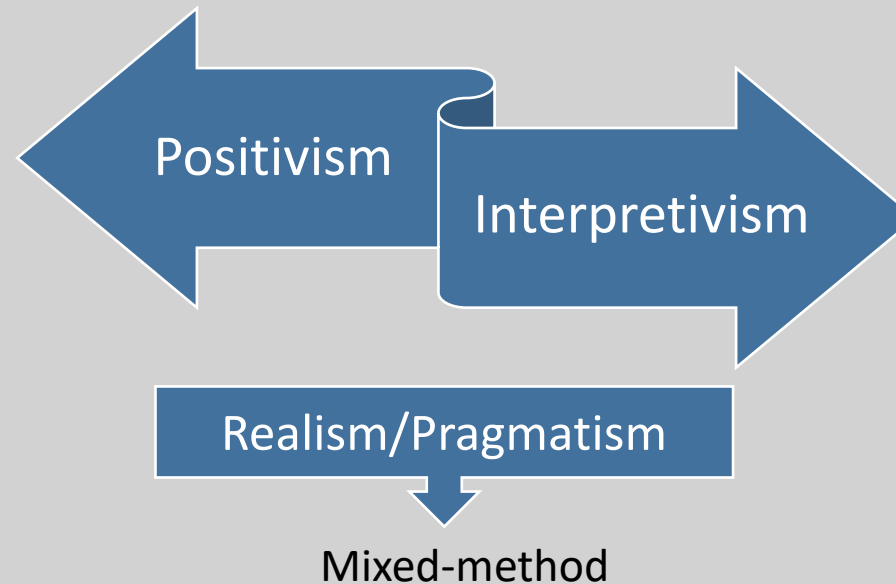
1.4 Criteria for a good research



01 What is research?

1.5 Research philosophy

- Social world is observed by collecting objective facts
- Social world consists of simple elements
- Quantitative research
- Objective

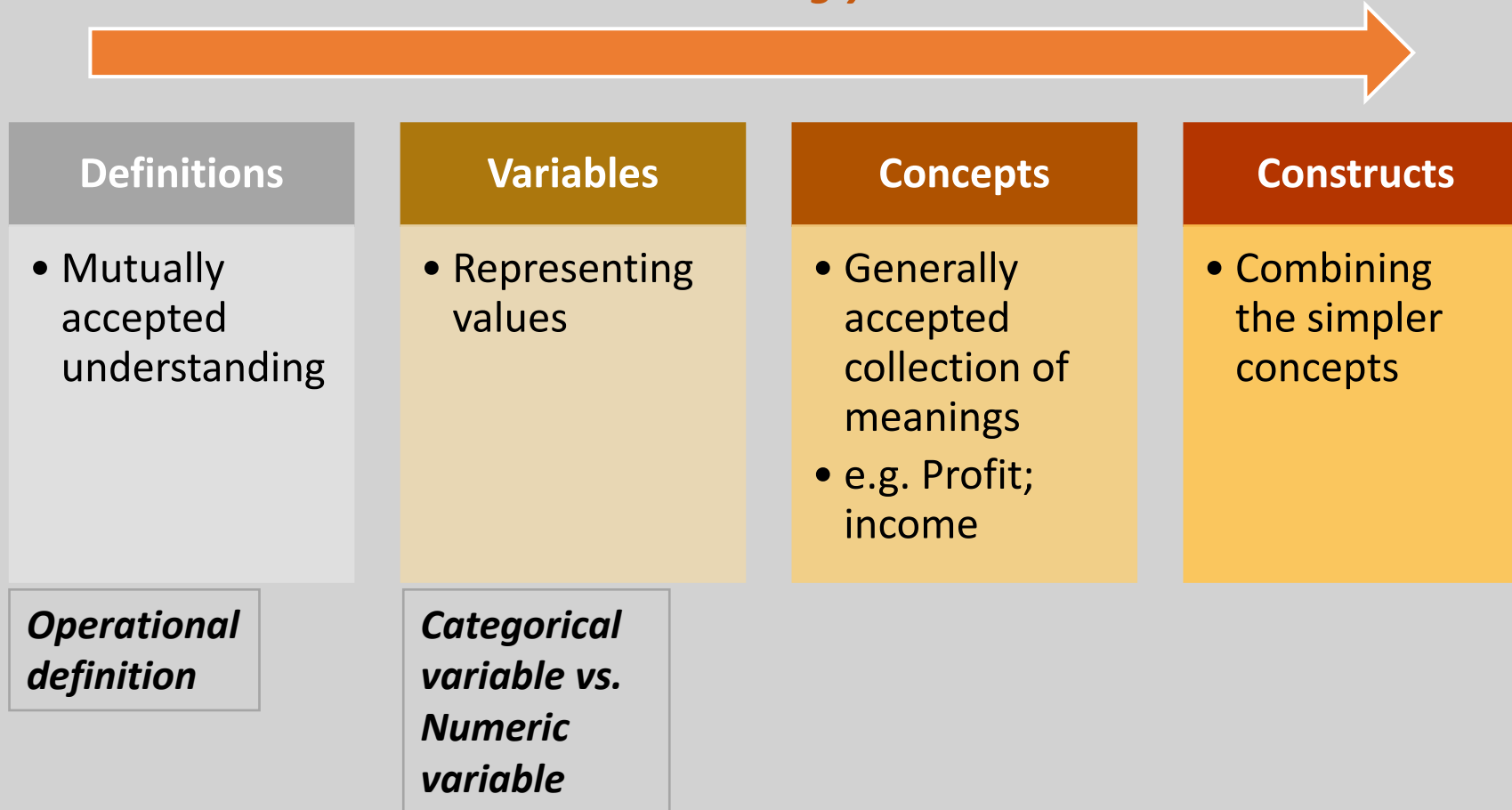


- Social world is constructed by subjective meaning making
- Researcher is part of what is observed
- Qualitative research
- Subjective, driven by interest

01 What is research?

1.5 Research components

Increasingly abstract

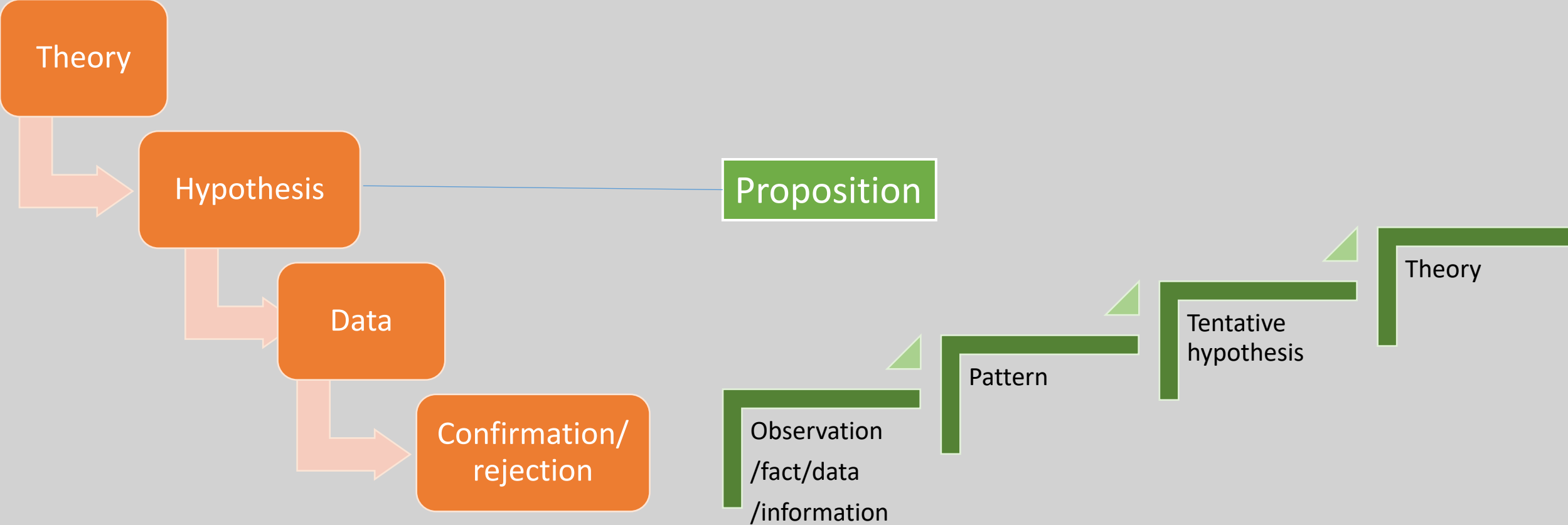


01 What is research?

3.1 Research components

Deductive

Inductive



01 What is research?

Hypothesis

Descriptive hypothesis

e.g. Germany is experiencing budget difficulties in the past 15 years.

Correlational hypothesis

e.g. The investment on tertiary education is positively related with the GDP of Germany in the past 15 years.

Explanatory hypothesis

e.g. An increase in higher education investment leads to an increase in number of patents for innovative products in Germany.

02 How to find a research problem

Insight Report

The Global Competitiveness Report 2018

Professor Klaus Schwab
World Economic Forum
Editor

General Economic Indicators

- *real GDP*
- *inflation*
- *government budget balance (% of GDP)*
- *government debt (% of GDP)*
- *labor productivity*
- *unemployment rate*

02 How to find a research problem

Step 1:

show the development of the last 15 years by finding the data for the last 15 years and present this data in professional diagrams that you have constructed yourself using Excel.

General Economic Indicators

- *real GDP*
- *inflation*
- *government budget balance (% of GDP)*
- *government debt (% of GDP)*
- *labor productivity*
- *unemployment rate*

02 How to find a research problem

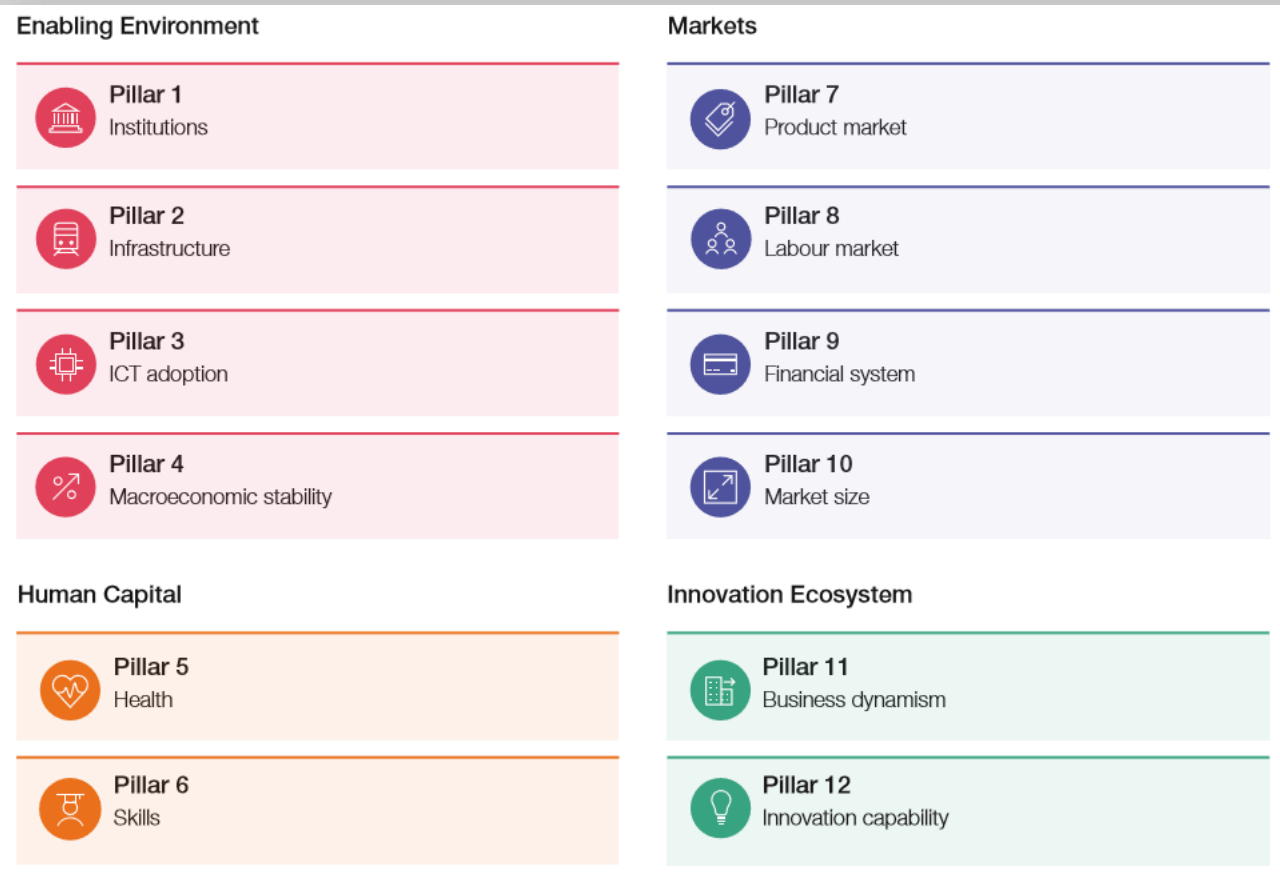
Step 2:

comment on your findings, in light of global competitiveness.

General Economic Indicators

- *real GDP*
- *inflation*
- *government budget balance (% of GDP)*
- *government debt (% of GDP)*
- *labor productivity*
- *unemployment rate*

02 How to find a research problem



General Economic Indicators

- *real GDP*
- *inflation*
- *government budget balance (% of GDP)*
- *government debt (% of GDP)*
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- *unemployment rate*

02 How to find a research problem

Step 3:

choose ≥ 1 indicator(s) from Macroeconomics and try to explore the relationship with one pillar of the competitiveness report. Then, arrive at one main research question. For the sub-questions, develop 2-4 questions which focus only one 2-4 measurable variables from the pillar.

General Economic Indicators

- *real GDP*
- *inflation*
- *government budget balance (% of GDP)*
- *government debt (% of GDP)*
- *labor productivity*
- *unemployment rate*