What Is Business Research & Why It Matters

Welcome to week 1 to our introduction to business research! This presentation will guide you through the fundamentals of business research, its importance in decision-making, and how to develop effective research topics. We'll also cover the module assessments and provide an opportunity to identify your own research interests.

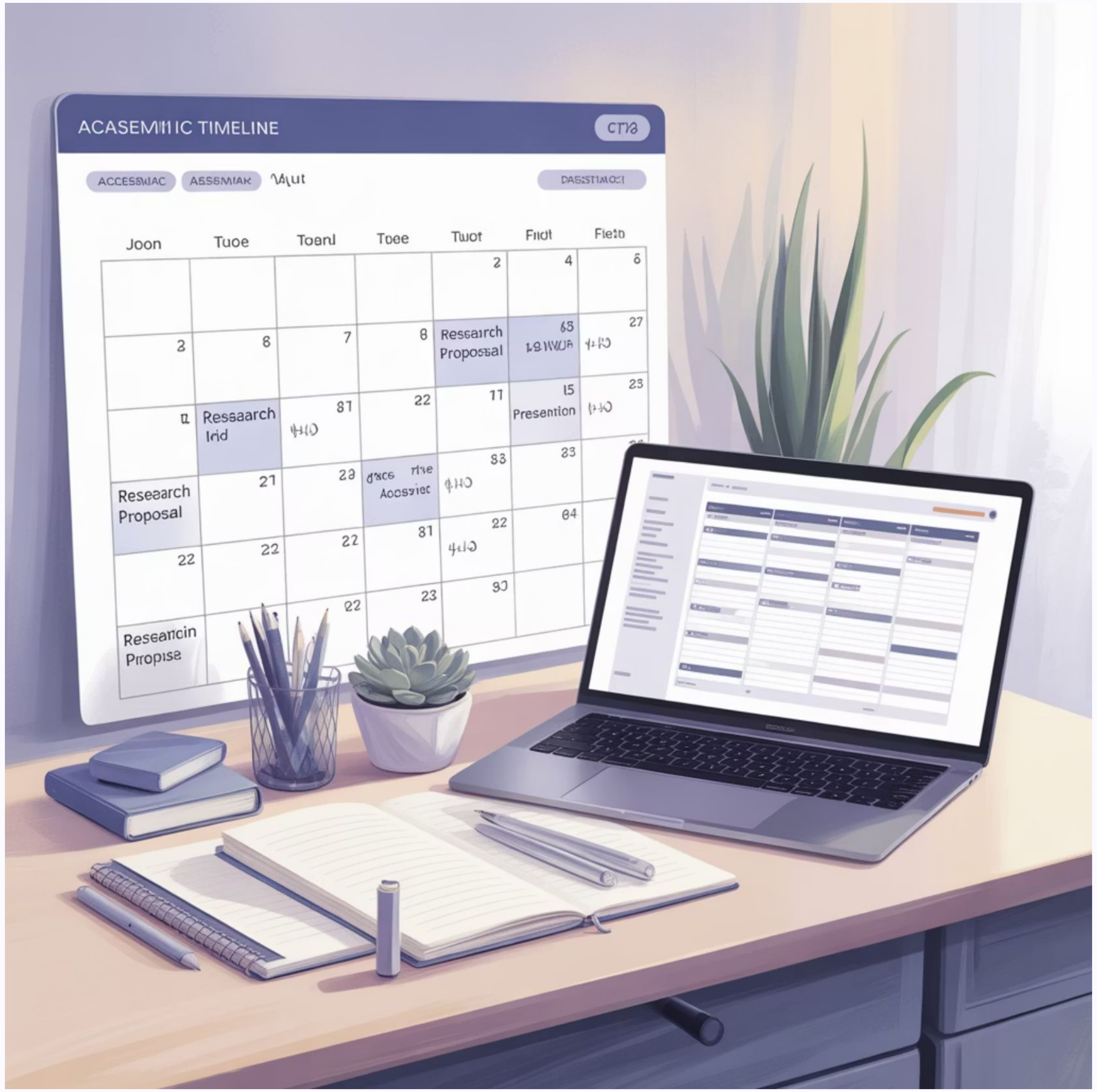
Module Overview & Assessments

Course Structure

This module is designed to build your research skills progressively over the coming weeks, focusing on both theoretical foundations and practical applications.

Key Assessments

- Research Proposal (Written)
- Final Presentation



Learning Outcomes

Research Methodology

Understand and apply appropriate research methodologies to business problems

Critical Analysis

Develop skills to critically evaluate information and data sources

Practical Application

Apply research findings to real-world business scenarios and decision-making

Communication

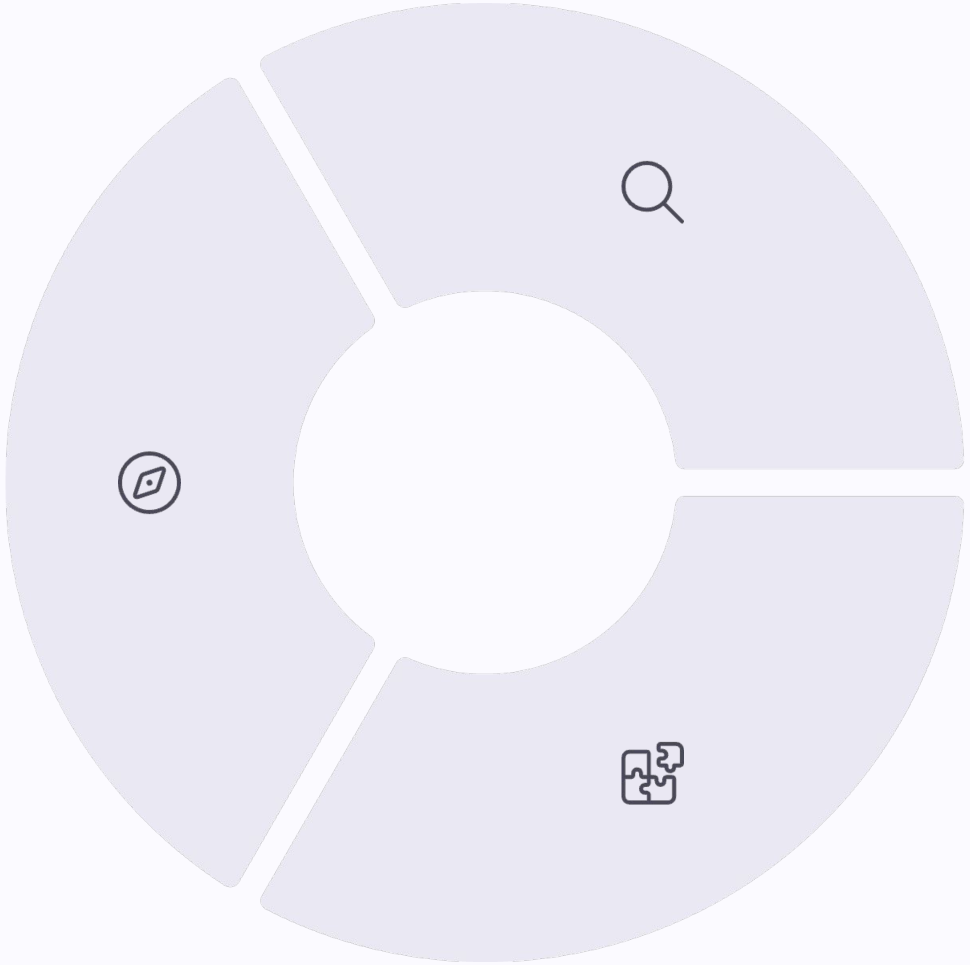
Effectively communicate research findings through written proposals and presentations

Why Research Matters in Business

Business research provides the foundation for informed decision-making, reducing uncertainty and risk in an increasingly complex marketplace. Organizations that leverage quality research gain competitive advantages through:

- Identifying market opportunities
- Understanding customer needs
- Optimizing operational efficiency
- Developing effective strategies
- Measuring performance outcomes

Types of Business Research



Exploratory Research

Investigates new problems or situations where little is known

- Helps define research questions
- Often qualitative in nature
- Example: Market potential for a new product

Descriptive Research

Describes characteristics of populations or phenomena

- Answers "what" questions
- Often uses surveys and observations
- Example: Customer demographic profiles

Explanatory Research

Explains causal relationships between variables

- Answers "why" questions
- Tests hypotheses
- Example: Impact of pricing on sales volume

Good vs. Weak Research Topics

Strong Research Topics

- Specific and focused scope
- Clear business relevance
- Measurable variables
- Feasible within timeframe
- Access to necessary data

Example: "The impact of flexible work arrangements on employee productivity in tech startups"

Weak Research Topics

- Overly broad or vague
- Difficult to measure
- Limited business application
- Insufficient available data
- Too ambitious for timeframe

Example: "How businesses can be more successful"

Research Topic Examples

Marketing

"Effectiveness of influencer marketing on Gen Z purchasing decisions in the cosmetics industry"

Operations

"Impact of sustainable supply chain practices on operational costs in food manufacturing"

Human Resources

"Relationship between remote work policies and employee retention rates in financial services"

Finance

"Effects of ESG investment strategies on portfolio performance during economic downturns"