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Business research is carried out to understand the customer, market and the competitors. Such a research is important as it helps businesses to grow in terms of revenue, market share and brand value. This article talks about the methods, types, examples, advantages, disadvantages, and importance of business research.

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100 Business Research Topics | Great Ideas For Students

Methodology refers to the overarching strategy and rationale of your research project.It involves studying the methods used in your field and the theories or principles behind them. in order to develop an approach that matches your objectives.. Methods are the specific tools and procedures you use to collect and analyze data (for example, experiments, surveys, and statistical tests).

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understand the research methodology through self-learning may also find it easy. The chapters are written with that approach. Even those students who intend to attain high level of knowledge of the research methodology in social sciences will find this book very helpful in

RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES

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