

BUSINESS RESEARCH

Why Study Research Today in this dynamic world dramatic changes have been occurred in all areas of business. Previously business organizations focused on the production of their product and don't care for customers. But with the evolution in industrial sector and with the invention of new technology business needs and organization response has been changed. Now customers, suppliers, stakeholders, employees are all more informed and more sensitive about their interest. Information technology, globalization, and means of communication have impact on society and make drastic changes in society. All these changes required that a manager working in an organization must equip himself with more knowledge and information which can help him in decision making. A valued and judged decision depends on the available alternative and capability to make choices of best one.

So in this complex environment organization needs to research new ways of doing business, solving problems, designing tools for measurement. All these things required that managers must have knowledge of research so that new techniques and tool can be used for quantitative and qualitative methods which can be successful for business.

WHAT IS A RESEARCH. Research is a simple process of finding solution to a problem after a thorough study and analysis of the situational factors.

BUSINESS RESEARCH An organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem undertaken with the purpose of finding answer or solution to it.