

RESEARCH METHODOLOGY IN SOCIAL SCIENCE RESEARCH

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P R E F A C E

It is my esteemed pleasure to place the book **Research Methodology in Social Science Research** among the students and readers. After the economic liberalisation, business community in India is facing multifaceted challenges while taking their decisions. The complexity and competitions in business management have compel us to take our decisions on scientific basis. Hence, there is need for use of research techniques in solving our day to day business or society problems. So there is a need for University and Industry interactions to find a better and feasible solution to this problem. Keeping this in view, research is one of most common academic syllabus in all Universities and Colleges for post graduates, research scholars. This book is intended to provide students with a minimum and comprehensive course of study in Research Methodology. It is also true that without proper understanding of the concept of different aspects of research methods, one will have difficulty in understanding and resolving problems and formulating appropriate decisions.


The present book is a step by step approach to understand various process of research methodology through highlighting the theoretical framework and practical aspects. The contents of the book are divided into eight chapters. The materials and discussions in the book have been presented in a highly organised and lucid manner and the book provides a clear and detailed analysis of various issues in research methodology.

The book will be very useful to B.Com.(CBCS), BBA, M.Com, M.B.A, M.Phil., Ph.D in commerce, Management and other social sciences, preparation of UGC-NET

examination and other competitive examination of Indian Universities and Management Institutes across the country.

I am highly indebted to all those authors whose valuable thinking and views have helped me to complete this book in time and also friends and colleagues from academics and corporate sectors for their helpful comments and suggestions. I am also thankful and express my deep sense of gratitude to my teacher Dr. Abhaya Kumar Panda for his constant support and appreciation encouragement my wife Mrs. Arpita Kundu to complete the endeavour. Last but not least, I appreciate the complete cooperation of **VSRD Academic Publishing (A Division of Visual Soft India Private Limited)** for publication of this text book with a very short span of time.

I invite reader's suggestions and feedback, if any, as it would offer us an opportunity to enrich this work further (kumarsanjeebdey@yahoo.co.in).

 *Dr. Sanjeeb Kumar Dey*

ABOUT THE BOOK

Selection and application of appropriate research methodology is prerequisite for any research study. This text book “Research Methodology in Social Science Research” is a comprehensive and systematic book especially written for post graduate students and research scholars of all Indian Universities and Colleges. This book provides a thorough understanding of all the concepts and techniques of research methodology in a simplest and step by step manner. It includes eight chapters covering basic of research methodology, research problems and design, sampling techniques and scaling, data collection methods, editing and tabulation, testing of hypothesis, report writing.

Key features of this issue are:

- Condensed and precise contents for B.Com (CBCS) all Indian Universities
- Thorough and step by step understanding of research methodology
- Examination and Application oriented approach
- Essay type and MCQ for different examinations including M.Com/MBA/UGC-NET and other professional courses.

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