

Research and Organization

STUDENT'S NAME

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Introduction

- Research and success of any organization have become inseparable since it has become an integral part of high-quality decision-making process (Cooper & Schindler, 2014).
- It is out of a successful research that an organization can identify a gap existing in the market and realign accordingly to better exploit the opportunity.
- Moreover, research work has become an integral part of self-analysis for organizations aimed at identifying feedback from their clients.
- Research is also saving the cost of operation for many organizations by providing insights on both the viable and non-viable areas that the organization can engage into within its industry (Cooper & Schindler, 2014).
- Another area that research is playing a critical role in is the market segmentation exercises aimed at ensuring that an organization serves its customers according to their preferences.
- Market research has also become common for organizations in performing a SWOT analysis.
- This presentation aims at demonstrating how critical research undertakings have turned up to be important for many organizations, Samsung Company in particular.

Correlation of Conducting Effective Research and Good Decisions

- One of the ways an organization makes good decisions is by understanding the context in which the decision is being made.
- Therefore, conducting an effective research helps the decision makers to understand the diverse demands thus coming up with the best approach that safeguards the interest of the organization.
- Through the market research, an organization can understand the lifestyles of their target market and this information provides insights to decision makers on how best to realign the operations of the organization to meet the demands of the identified lifestyles (Cooper & Schindler, 2014).
- Sometimes research is utilized in an attempt to determine the perception the public has on the organization. This feedback is crucial for the management since it empowers them in coming up with the most appropriate complimentary or interventionist decisions.
- Through research undertakings, an organization can tap into the information on the level of existing competition thus coming up with the needed decisions.

Processes Involved In Putting Together a Research Study

- A good research heavily depends on a clear definition of the objective at hand (Stokes, 2014).
- A clear definition of the objective to be attained ensures that right human and non-human resources are utilized in the right mix.
- The next step is coming up with the hypothesis that presents an assertion of the researcher on the area of interest.
- A hypothesis is what the researcher believes he or she understands about the subject matter (Stokes, 2014).
- A good hypothesis forms the limits and the basis through which the research will be performed.
- The third step is choosing the right research method that will be utilized during the study.
- A research method is a critical tool in any research since it forms the plan that is utilized in filling the gaps towards realizing the objective at hand (Stokes, 2014).
- Gathering data is another process in the research study whereby the variables of interest are identified and collected.
- The analysis is the last process where the collected data is synthesized to answer the guiding questions by either affirming or disproving the hypothesis at hand.

Crucial Pointers

- The goal of the research must be clear to ensure that objectivity and relevance are maintained during the research.
- The hypothesis needs to be precise to ensure that the research is following a definite approach to understanding the phenomenon at hand.
- The research method is highly influenced by the variables of interest and the intended form of the output of the research (Stokes, 2014).
- Data collection needs to be accurate and free of bias to ensure that it reflects the reality in the field.
- Analysis of data should be done diligently so that the results of the research are accurate

Summary of Research Methods

■ Quantitative Research Method

- This research method is associated with variables that can be turned into numerical data (Creswell, 2014).
- The analysis of the data is done through statistical calculations.
- This research method provides room for demonstrating the nature of interrelations among the variables of interest (Creswell, 2014).
- It is also helpful when it comes to testing hypothesis due to the clear correlation between the variables at play and the claim within the hypothesis.
- This approach is limited to research on variables that can be quantified.
- The research of this nature to deliver quality results, a larger sample is needed to generate as much data as possible for correlation purposes.

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■ Qualitative Research Method

- This research method is centered on socially constructed realities (Creswell, 2014).
- It can be used for both the variables that can be quantified and those that cannot be translated in numerical form.
- This method is advantageous since it provides room for the research to study the variable at hand in a deeper context where emotions and beliefs can be captured (Creswell, 2014).
- Moreover, it provides room for clarifying crucial aspect on the variables at play.
- One of the disadvantages of this method is that the results of the research are at higher risk of biases since the non-quantifiable variables are captured based on researcher's understanding (Creswell, 2014).
- Another challenge with the method is the fact that it is time-consuming since it aims at capturing all potential traits among the variables.

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■ Pragmatic Research Method

- This method is also called the best fit method which utilizes all the relevant methods that can work coherently in bringing a more detailed feedback (Stokes, 2014).
- In the pragmatic method the researcher is given freedom to utilize the method and tools that help best in ascertaining the accuracy and credibility of the research.
- Similarly, one of the advantages of the pragmatic method is that it gives the researcher freedom to utilize the approach that best fits the demands and goals of the research (Stokes, 2014).
- Moreover, it provides room for the researcher to utilize as much tools as necessary in guaranteeing the quality of the results attained.
- However, due to its openness, this method is prone to the collection of irrelevant data (Stokes, 2014).
- Besides, utilization of various methods and tools makes the analysis of the data more complicated.
- The method involves time intensive approach making it unsustainable where time is limited.

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■ Advocacy/Participatory Research Method

- This research method demands the researcher to make a positive change to the subjects of the research which are mostly marginalized (Stokes, 2014).
- Moreover, the research is an interested party and have has a predetermined agenda for engaging in the research.
- Besides, the researcher is to ensure the subjects of the research are involved in all stages of the research (Stokes, 2014).
- One of the advantages of this research method is that the research findings brings about an inclusive data that is sensitive to the demands and realities in the field.
- Another advantage of the method is that it impacts the lives of the subjects positively by bringing to the light their predicaments (Stokes, 2014).
- However, since the researcher is an interested party, the result of the research are prone to bias.
- Besides, with the researcher almost being a part of the participants, they are prone to being emotional thus jeopardizing the objectivity of the research.

Effective Presentation Strategies for Reporting Research Results

- One of the key undertakings that make a research successful is the way the research results are presented (Stokes, 2014).
- Research results need to be presented in an inclusive, accurate, objective but above all simple manner that makes it possible to draw the findings easily. Therefore:
 - There is the need to understand the audience to make sure that the language, figures and graphics utilized are at par with their literacy level (Creswell, 2014).
 - Tailoring the report is necessary to see whether a correct the approach is utilized.
 - Simplicity is critical to making sure that they findings and the analytical output can easily be understood by the audience (Creswell, 2014).

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- Visualization of data is critical.
- Graphs and tables makes it simpler for the audience to understand complex figures.
- Recommendations should be clear and actionable (Cooper & Schindler, 2014).
- The main aim of the research is to provide insights that are helpful in the decision-making process thus should avail precise recommendations.
- Thoroughness should be maintained throughout the presentation.
- The presentation should also provide room for the audience involvement.
- Presentation should capture the details of the field and not the understanding of the research.

Application

Samsung is a company that relies on creativity as its primary means of perpetuity (Samsung, 2015)

- The company has therefore invested heavily in Research and Development (R&D) to make sure that it taps on the market opportunities through informed creativity.
- Potential Research Problem for Samsung
 - What are the barriers that are hindering Samsung from expanding its smartphone market?
 - This is a research problem can help Samsung identify the reasons the demand for the smartphones has been slowing down.
 - Moreover, this is a research problem that can help Samsung collect data on how its competitors such as Apple and Techno has have been doing in terms of expanding their market base

Potential Research Methods

■ Qualitative Method

- This method that can be utilized to capture the emotional aspect of the consumer behavior needed in identifying the factors that lead to customer loyalty.
- Moreover, the qualitative method can be utilized in capturing the societal/Regional stereotypes on Samsung smartphones needed in breaking the identified barriers.
- This is also a method that can be helpful in the creation of tailor-made realignments needed in making sure that the recommendations made consumer based since it provides room for more probing.

■ Opportunities

- I. The method allows the research to be more detailed by covering the different parameters of the variables at hand (Creswell, 2014).
- II. The method can cover even variables that cannot be converted into numbers making it more inclusive.

■ Challenges

- I. This method is prone to manipulation by the researcher since sometimes the results availed from the study represent the researcher's understanding and perceptions.
- II. It is more prone into availing irrelevant data due to the expansive parameters it can incorporate (Creswell, 2014).

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■ Quantitative Method

- The quantitative method would provide room for the collection of data that will help in making an accurate correlation of the factors affecting the expansion of the company's market share and the economic ability of the consumers.
- Moreover, this method can yield numerical results that summarize some complex market forces in a simple manner for both the analysis stage and the presentation.
- Over and above, the quantitative method can be utilized in capturing the preference-market difference between Samsung and its competitors.

■ Opportunities

- I. The method delivers data in a simplified numerical form (Creswell, 2014).
- II. The method presents results in a manner that deductions are easily made.
- III. Provide a platform for a more accurate comparative study of the variables at hand.

■ Challenges

- I. It is an ill-placed method when dealing with variables that cannot be expressed numerically such as emotions (Creswell, 2014).
- II. The methods is also time-consuming due to the use of a bigger sample to make sure that a more consistent comparison is made.

Conclusion

- It is clear that research has become an important tool in many organization when it comes to realigning in their market.
- Moreover, research has also become a critical variable when it comes to organizational decisionmaking process.
- Some of the research methods that are common are the quantitative, qualitative, pragmatic and advocacy.
- A successful research is crowned by a good presentation of results where there is the need to understand the audience at hand.
- Presentation of the research results also needs to be simple with a clear outline of the recommendations.
- In the case of Samsung's case, research can be helpful in understanding the dynamics in the market where consumers' tastes and preferences and competitors actions can be captured and analyzed for the formulation of interventions.