



Online PGDM

First Year, Trimester III, June 2024

Course Name : Business Research Methods

Max Marks : 70

Course Code : 3102

Dear Students,

We hope this message finds you well and enthusiastic about the ongoing academic journey. We'd like to provide you with essential details regarding your individual project (BUSINESS RESEARCH METHODS), a pivotal component carrying significant weightage in your academic evaluation.

Below, please find a breakdown of the project stages along with their respective weightages:

Stage	Description	Weightage
Stage-1	Research Problem and Literature Review	20%
Stage-2	Questionnaire Design, Data Collection, Analysis, Interpretation	20%
Stage-3	Project Report Submission	15%
Stage-4	Presentation Video	15%

Stage-1: Research Problem and Literature Review

Topic: Select an area within business, economics, finance, or human resources for focused study.

Some suggested topics (you may choose any other topic as per your convenience);

- "The Influence of Remote Work Policies on Employee Well-being and Performance: Examining the Role of Certainty, Uncertainty, Significance, Connection, Contribution, and Growth"
- "Assessing the Effectiveness of Diversity and Inclusion Initiatives in Enhancing Employee Well-being and Performance: Insights into Certainty, Uncertainty, Significance, Connection, Contribution, and Growth"
- "Investigating the Impact of Performance Management Systems on Employee Well-being and Performance: Insights into Certainty, Uncertainty, Significance, Connection, Contribution, and Growth"
- "Exploring the Role of Organizational Change Management Strategies in Nurturing Employee Well-being and Performance: A Focus on Certainty, Uncertainty, Significance, Connection, Contribution, and Growth"
- "The Effect of Work-Life Balance Programs on Employee Well-being and Performance: Analyzing Certainty, Uncertainty, Significance, Connection, Contribution, and Growth Perspectives"
- "Designing Effective Training Programs: Understanding the Impact of Visual, Auditory, Kinesthetic, and Audio-Digital Learning Styles on Employee Skill Acquisition and Retention"
- "Enhancing Workplace Communication: Investigating the Role of Visual, Auditory, Kinesthetic, and Audio-Digital Learning Preferences in Effective Information Sharing and Collaboration"
- "Optimizing Onboarding Processes: Tailoring Training Materials to Accommodate Visual, Auditory, Kinesthetic, and Audio-Digital Learners for Improved Employee Integration and Performance"

- "Exploring the Influence of Learning Style Compatibility on Employee Engagement and Job Satisfaction: A Study of Visual, Auditory, Kinesthetic, and Audio-Digital Preferences in Training and Development"
- "Adapting Leadership Strategies: Leveraging Knowledge of Visual, Auditory, Kinesthetic, and Audio-Digital Learning Styles to Motivate and Mentor Employees Effectively"
- "Unraveling the Role of Organizational Values and Belief Systems in Product Innovation Success: A Comparative Analysis of Successful and Failed Product Launches"
- "Customer Perception and Organizational Values: Investigating the Influence of Shared Belief Systems on Brand Loyalty and Satisfaction"
- "The Impact of Employee Values on Service Quality and Customer Experience: A Study of Frontline Employees' Beliefs and Customer Satisfaction"
- "Organizational Values and Financial Performance: Examining the Link between Shared Belief Systems and Long-term Success in Profitability and Growth"
- "Crisis Management and Organizational Values: Analyzing the Role of Shared Belief Systems in Mitigating Reputational Damage and Recovering from Failures"
- "The Influence of Leadership Values on Organizational Culture and Performance: A Comparative Study of Successful and Struggling Companies"
- "Individual Values and Career Success: Exploring the Relationship between Personal Belief Systems and Professional Achievement"
- "Organizational Learning from Failure: Assessing the Impact of Values and Belief Systems on Adaptability and Resilience in the Face of Setbacks"
- "The Role of Emotional Intelligence in Customer Relationship Management: Exploring How Emotional Intelligence among Sales and Service Personnel Affects Customer Satisfaction and Loyalty"
- "Leadership and Emotional Intelligence: Investigating the Influence of Leaders' Emotional Intelligence on Team Performance, Innovation, and Organizational Success"
- "Emotional Intelligence in Crisis Management: Assessing How Leaders' Emotional Intelligence Influences Organizational Resilience and Recovery from Failures or Disruptions"
- "The Impact of Emotional Intelligence on Employee Engagement and Retention: A Study of How Emotional Intelligence Training Programs Enhance Job Satisfaction and Reduce Turnover"
- "Customer Perception of Emotional Intelligence in Service Encounters: Analyzing the Effect of Employees' Emotional Intelligence on Perceived Service Quality and Customer Loyalty"
- "Organizational Culture and Emotional Intelligence: Exploring How High Emotional Intelligence Cultures Drive Innovation, Collaboration, and Adaptability"
- "The Relationship between Emotional Intelligence and Decision-making: Investigating How Emotional Intelligence Influences the Quality and Effectiveness of Decision-making Processes in Organizations"
- "Personal and Professional Success: Examining the Link between Individual Emotional Intelligence and Career Achievement, Job Performance, and Work-life Balance"

Task: Develop a well-characterized research problem statement and articulate purpose statements and research questions/hypotheses. This stage involves active discussions.

Stage-2: Questionnaire Design, Data Collection, Analysis, Interpretation

Tasks: Designing the questionnaire, collecting data (from databases or field sources), analyzing data, and interpreting findings. Engagement in discussions at this stage is crucial.

Stage-3: Project Report Submission

Deadline: The final project report, along with the Excel file, SPSS Data, and Output file, is due for submission **as per the communication by program office.**

Requirement: Ensure adherence to proper formatting guidelines.

Stage-4: Presentation Video

Assessment: Your contribution will be evaluated based on the presentation video.

Submission: The presentation video should be submitted according to the outlined schedule.

Please be reminded that originality, current information, and accuracy, devoid of factual, theoretical, or grammatical errors, are critical aspects of this project throughout all stages.

Should you have any queries or require further clarification regarding any stage or aspect of the project, please don't hesitate to reach out to your respective mentors or advisors for guidance and support.

Wishing you success and a rewarding learning experience throughout this project journey!

Best Regards,
Dr. Surender Kumar