

Paper - I: RESEARCH METHODOLOGY AND PUBLICATION ETHICS

Unit - I **Introduction**— Foundations of Research: Meaning, Objectives, Motivation, Utility, Concept of theory, empiricism, relationship between theory & empiricism, deductive and inductive theory. Characteristics of scientific method - Understanding the language of Research - Concept, Construct, Definition, Variable. Types of Research – Steps in Research Process – Research Methodology – Criteria for Good Research – Research Problem identification, sources and formulation of a research problem - Research Design: Need – Components of a Research Design - Review of Literature – Identification of gaps in existing literature and objective formulation.

Unit -II **Sampling Design, Sources of Data, Questionnaire Design:** Concept of Sampling, Types of sampling (Random and Non-Random) – Determination of Sample size – Characteristics of a good sampling – Sampling and non-sampling Errors – Measurement & Scaling – Types of Scales: Comparative & Non-Comparative – Validity and Reliability - Levels of measurement -Nominal, Ordinal, Interval, Ratio. - Sources of Data (Primary Vs Secondary) – Question types (open ended Vs Closed Ended), Questionnaire Design steps, characteristics of a good questionnaire, Questionnaire checklist.

Unit -III **Analysis of Data, Hypothesis Testing & Report Writing:** Editing – Coding – Tabulation - Tools of Analysis – Descriptive Vs Inferential, Univariate, Bivariate and Multivariate tools of Analysis - Hypothesis concept – features, significance, types, determination of levels of significance, degrees of freedom – Type I & Type II Errors, Power of a Test, Steps in Hypothesis Testing- Parametric and Non-Parametric tools of Analysis – simple and multiple regression and its diagnostic tests – Choice of appropriate tools of analysis. Fallacies of Interpretation - Report writing – contents of a report – Characteristics of a good report – precautions for writing the report – Citation – Bibliography & references – Structural Equation Model – Applications of SPSS.

Unit -IV **Publication Ethics:** Philosophy and Ethics: Introduction to philosophy: definition, nature and scope, concept, branches. Ethics: Definition, moral philosophy, nature of moral judgments and reactions. Scientific Conduct: Ethics with respect to research in science disciplines and research in social sciences, Intellectual honesty and research integrity, scientific misconducts: Falsification, Fabrication and Plagiarism (FFP), Redundant publications: Duplicate and overlapping publications, salami slicing, Selective reporting and misrepresentation of data. Publication Ethics: Publication Ethics: Definition, importance, Best practices / standards setting initiatives and guidelines: COPE, WAME etc., Conflicts of interest, Publication misconduct: Definition, concept, problems that lead to unethical behavior and vice versa. types, Violation of publication ethics, authorship and contributorship, Identification of publication misconduct, complaints and appeals, predatory publishers and journals. References (APA Vs. MLA). Bibliography.

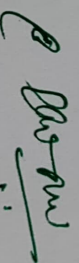
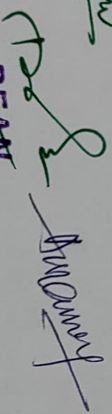
Unit -V **Databases and Research Metrics:** Indexing databases, Citation databases: Web of Science, Scopus etc., ISSN Vs ISBN, Impact Factor of journal as per Journal Citations Report, Cite Score, Metrics: h-index, g-index, i-10 index, almetrics.

159



**Suggested Readings:**

- Srivastava, S. C.: Foundation of Social Research and Economics Techniques, Himalaya Publishing House
- Chou, Ya-Lun: Statistical Analysis with Business and Economics Applications, 2nd Eds., New York.
- Clover, Vernon I and Balsely, Howard L.: Business Research Methods, Columbus O. Grid, Inc.
- Emery C. William: Business Research Methods, Illinois: Richard D. Irwin Inc. Homewood.
- Sharma H.D. and Mukherji S. P.: Research Methods in Economics and Business, New York: The Macmillan Company.
- Gerber R. and Verdoom, P.J.: Research Methods in Economics and Business, New York, The Macmillan Company.
- Couris J.K. (ed.) Research and Methodology in Accounting & Financial Management
- Menden HYall and Varacity: Reimnuth J.E. : Statistics for Management and Economics.
- Krishnaswami O.R.: Methodology of Research in Social Sciences, Himalaya Publishing House.
- C. R. Kothari: Research Methodology.
- Naresh Malhotra: Marketing Research.
- Uma Sekharan: Business Research.
- Bird, A (2006). Philosophy of Science, Routledge.
- Machnyre, Alasdair (1967.) A Short History of Ethics, London.
- P. Chaddah. (2018). Ethics in Competitive Research: Do not get scooped: do not get plagiarized. National Academy of Sciences.
- On Being a Scientist (2020). A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
- BeCALL, J. (2012). Predatory publishers are corrupting open access. Nature, 489 (7415), 179-179.



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227 ~~160~~