Research Methodology

A. Universe:
Total number of branches of ICICI Bank at India level – 2883
Total number of branches of ICICI Bank at Maharashtra level – 156
Total number of branches of ICICI Bank at Mumbai Level – 54

Sample:
Number of branches to be taken out of total number of branches in Mumbai - 5
Number of employees to be interviewed – 300

B. Research Design:
The research will be explorative in nature. Hardly any research studies have been undertaken on Mergers and therefore attempts will be made to probe into these issues.

C. Research Methods - Methods of Data Collection:
Survey method will be used for conducting the ‘R’. Data for the purpose of present study will be collected from primary as well as secondary sources.

- Primary Data: The primary data will be collected through questionnaires.
- Secondary Data: The secondary data will be collected through books, magazines, internet, etc.

D. Data Analysis:
The primary as well as secondary data shall be analyzed through suitable statistical techniques such as the chi-square test, time series, etc.
E. Time Frame:

The present study will be based on the data pertaining to last 5 years i.e. from the year 2001 to 2011.