Research Methodology

The goal of the research process is to produce new knowledge or deepen understanding of a topic or issue. This process takes three main forms (although, as previously discussed, the boundaries between them may be obscure):

- Exploratory research, which helps to identify and define a problem or question.
- Constructive research, which tests theories and proposes solutions to a problem or question.
- Empirical research, which tests the feasibility of a solution using empirical evidence.

There are two ways to conduct research:

Primary research

- Using primary sources, i.e., original documents and data.

Secondary research

- Using secondary sources, i.e., a synthesis of, interpretation of, or discussions about primary sources.

There are two major research designs: qualitative research and quantitative research. Researchers choose one of these two tracks according to the nature of the research problem they want to observe and the research questions they aim to answer:

Qualitative research

- Understanding of human behavior and the reasons that govern such behavior. Asking a broad question and collecting word-type data that is analyzed searching for themes. This type of research looks to describe a population without attempting to quantifiably
measure variables or look to potential relationships between variables. It is viewed as more restrictive in testing hypotheses because it can be expensive and time consuming, and typically limited to a single set of research subjects. Qualitative research is often used as a method of exploratory research as a basis for later quantitative research hypotheses.

**Quantitative research**

- Systematic empirical investigation of quantitative properties and phenomena and their relationships. Asking a narrow question and collecting numerical data to analyze utilizing statistical methods. The quantitative research designs are experimental, co-relational, and survey (or descriptive). Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables.

The Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. These methods produce results that are easy to summarize, compare, and generalize. Quantitative research is concerned with testing hypotheses derived from theory and/or being able to estimate the size of a phenomenon of interest. Depending on the research question, participants may be randomly assigned to different treatments (this is the only way that a quantitative study can be considered a true experiment). If this is not feasible, the researcher may collect data on participant and situational characteristics in order to statistically control for their influence on the dependent, or outcome, variable. If the intent is to generalize from the research participants to a larger population.
The Research Process

The research process is similar to undertaking a journey. For a research journey there are two important decisions to make-

1) What you want to find out about?

In our case of research we want to find out the present threats on e-business.

2) How to go about finding their answers.

Collect and analysis of the view of the population using internet as their business platform and the difficulties faced in doing so. What are the threats faced or feared them to do their e-business. There are practical steps through which you must pass in your research journey in order to find answers to your research questions. The path to finding answers to our research questions constitutes research methodology.

At each operational step in the research process we are required to choose from a multiplicity of methods, procedures and models of research methodology which will help us to best achieve our objectives. This is where our knowledge base of research methodology plays a crucial role.

Steps in Research Process:

1. Formulating the Research Problem
2. Extensive Literature Review
3. Developing the objectives
4. Preparing the Research Design including Sample Design
5. Collecting the Data
6. Analysis of Data
7. Generalization and Interpretation
8. Preparation of the Report or Presentation of Results-Formal write ups of
Conclusions Reached.

The objectives should start with words such as
‘to determine’,
‘to find out’,
‘to ascertain’,
‘to measure’,
‘to explore’ etc.

When we say that we are undertaking a research study to find answers to a question, we are implying that –

1. The process is being undertaken within a framework of a set of philosophies (approaches);
2. The process uses procedures, methods and techniques that have been tested for their validity and reliability;
3. The process is designed to be unbiased and objective.

Research Design

What is e-business?
Components of e-business?
What are the present threats to e-business?
Solution to the existing threats.

Collect and analysis of the view of the population using internet as their business platform and the difficulties faced in doing so. What are the threats faced or feared them to do their e-business.

Future expected threats and their impact on e-business.....etc.
Work plan and Hypothesis

In this dissertation our main aim is to study all the aspect relative to threats on e-business. Collection of views of different business personalities and security concern of every individual with their type and the impact over their outcomes. Gauging impact and It is about the providing of a descriptive study of problem solving with respect to the existing short coming of different business platform of e-business.
**Schedules of activity**

Chapter - I - Introduction

Chapter - II Review of literatures

Chapter-III Study Area

Chapter-IV Material and Methods

Chapter-V Observations

Chapter-VI Discussion

Chapter-VII Summary and Conclusion