RESEARCH METHODOLOGY

The data will be collected mainly from Primary and Secondary Sources:

PRIMARY SOURCES

Sampling population: -

The population for the present study will be mainly management consultants, social scientists, employees of Infosys Technologies and the Tata Group, other stakeholders and also members of the general public, including those who have had some interaction with these companies.

They will be chosen keeping the objectives of our research study and the constraints of time and budget that we have.

SECONDARY SOURCES

The Secondary data will be obtained from Newspapers like The Times of India, The Hindu, The Economic Times, The Financial Times, HR and financial periodicals, Annual Reports and websites of the companies, Business sites like rediff business etc.

All the data will be collated before presenting and references will be cited in the Bibliography keeping in mind the copyright needs and credit will be given where due to the authors.

METHOD OF DATA COLLECTION

The present study will be done using Personal Interview with a questionnaire method to collect the Primary data.

Administrating the questionnaire :-

The respondents will be informed primarily about the study at their work and the primary data will be collected by personally interviewing the individuals.

The information will be recorded in a structured questionnaire. The participants will be assured that all the information recorded in the questionnaire will be anonymous and confidential.

The Questionnaire will include questions on Effective Corporate Leaderships, Perceptions and Attitudes of the respondents to Mr Ratan Tata’s style of leadership, questions on what personality traits make for effective leadership, how the leadership
styles affect good corporate governance and growth of his organization and in turn the image of the country etc

Once the data is collected, it will be classified qualitatively and quantitatively, based on the objectives of the study as given below:

**SCOPE OF THE STUDY**

**Sample size:**

At least 1200 general public members, across Mumbai, including employees of the Infosys technologies and the Tata group will be selected as the unit of analysis by using convenient sampling method.

10 management consultants and other experts will also be interviewed.

**Categories:**

Once the sample is obtained, few categories will be determined by sorting the Information on the basis of similarities and dissimilarities.

**Characteristics of sample**

Respondents will be male as well as female in this study and in different age groups. The following age groups will be chosen: 22 - 30 years; 30 - 50 years; 50 years and above.

They will be chosen, in keeping with the objectives of our study and will be selected not randomly but keeping in mind their academic and professional expertise.

The scope of the study, as in any study of this kind does get limited by some constraints and they are elucidated next.