Research Methodology

Sources of Data

➢ Primary data
  • Survey Schedule using structured questionnaire to B-School Teachers.

➢ Secondary Data
  • Literature from Text Books.
  • Literature from articles published in Newspapers & Magazines.
  • Literature from the articles published in journals pertaining to Job Satisfaction, Job Involvement, Empowerment, Affiliation and loyalty.
  • Literature from Websites.

Research Design

Descriptive Cross-sectional design

The research aims to quantify the attitudes and perceptions of B-School Teachers towards job satisfaction. It would be descriptive in nature because it measures the impact of Teacher’s involvement, teacher’s empowerment, teacher’s satisfaction and the teacher’s affiliation and loyalty to the B-Schools. The data will be collected from the B-School teachers and their responses will be analyzed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

Sampling method: It refers how sampling units are selected.

• Types of sampling – Simple Random Sampling.
  It is proposed to follow Simple Random Sampling for conducting this survey as the population to be studied is not homogenous. The difference in the population under study is that the B-School Teachers belonging to different categories are to be included in the study.
Sample Size

The Sample Size is 50 B-School Teachers.

The sample population is proposed to be further divided into the following categories:

- B-School Teachers working on full time and part time basis.
- Male B-School Teachers and Female B-School Teachers.
- Experienced B-School Teachers and Fresher (all those B-School Teachers who are having experience of less than 3 years).
- B-School Teachers above the age of 35 and below the age of 35.
- B-School Teachers with single degree or multiple degrees.

The proposed sample size of 50 units shall be drawn so as to represent 10 samples from each of the above category.

Research Area

The research area has been restricted to the region of Mumbai, Thane and Navi Mumbai only taking into account the logistical difficulties which maybe faced in selecting a wider for drawing samples. However, every attempt will be made to ensure that all areas within Mumbai, Thane and Navi Mumbai will be adequately and equitably represented.

Tests of Hypothesis

The hypothesis will be tested by using the following statistical tools:

Non Parametric tests
- Chi – Square test

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Pearson Correlation and Factor Analysis will be used for analyzing the data. The Secondary analysis will be done using graphs and diagrams. The SPSS software will be used for Analysis.