**Research Methodology**

The methodology part attempt to describe the methods through which the objectives of the study can be answered. Accordingly, it states about the research design will be used, population and sampling procedures, data gathering methods and instruments, validity and reliability of the study, and finally procedures of data presentation.

The type of research going to be conducted in this study will be descriptive research. The study will be also in both quantitative (i.e. means, standard deviations, correlations, regression, and factor analysis) and qualitative by its nature, since it will describe the actual condition of project management strategies in the real estate firms in a non-numerical ways aided by the quantititative approaches.

Main sources of data is real estate firms located in Addis Ababa city, Ethiopia. Accordingly, responses gathered through questionnaires from real estate firms will be used as a main ingredient for the analysis. Other data obtained from consultants, instructors, researches, and real estate owners will be used for cross checking purpose.

The actual of project management strategies in real estate firms will be described in terms of mean and standard deviation. Since there is no national or firms standards for construction and real estate project management knowledge areas and process groups. The research will contain correlation and regression analysis between the practices of project management strategies (in terms of project management knowledge areas and project management process groups) and its impact on the success of real estate projects.

- **Sampling Technique and Sample Size**

In Ethiopia there are 124 real estate firms registered under Addis Ababa City Land Administration and Construction License Authority and these real estate firms are accessible population size which includes active real estate firms that run real estate projects by receiving land from the concerned body. There are 2232 real estate houses that are transferred to owners (Ministry of Urban, House Development, and Construction and Government Building Construction Office, 2012; P: 11). To select respondents among 124 real estate firms (frame of reference), simple random sampling is proposed to be used.
A list of real estate firms (respondents) located in Addis Ababa city (Ethiopia) shall be prepared by collecting the information from the PROWESS, Company web-sites, Government Published Reports etc. The random number shall be assigned to them. Later, the respondents shall be selected on the basis of random numbers.

- **Tools for Data Collection**

Primary data will be obtained by using observations, structured questionnaires (based on 5-point Likert scale: Strongly agree, agree, undecided, disagree, strongly disagree), and face-to-face interviews. Pre-pilot and pilot survey shall be conducted to improve the questionnaire and later large scale survey shall be conducted with proposed respondent base of 300.

Observations will be used to consider on ground problems about real estate sites, progress of selected projects, and externals appearance of real estate houses. Different questionnaires will be distributed to real estate firms, real estate house owners, and real estate consultatnts to gather data. Interviews will be conducted with construction management researchers to acquire their opinion in real estate firms project management stratigeis and to check validity of questionnaire responses given by real estate firms. Some ongoing real estate projects will be visited for having some practical understanding about their project management stratigeis.

Secondary data will be collected from different published books, internet websites, journals, and published research papers.

- **Statistical Techniques of Data Presentation and Analysis**

After the data will be collected from different sources, it will be organized and presented in different forms. Important numerical results are presented using tables and charts. Data that are used for qualitative analysis are presented in statement forms as part of the interpretation. This study will use both qualitative and quantitative analysis. Microsoft excel and microsoft word will be used to support the descriptions using charts and graphs.

Quantitative methods will be used in this study. For instance, models such mean, median, and modes will be applied to measure central tendency so as to have representative values for responses of questionnaires.

For the quantitative analysis the data shall be digitized on the SPSS (Statistical package for social sciences, version-20) spread sheet and appropriate techniques like correlation, regression, and factor analysis shall be applied. Also, an attempt shall be made to apply structural equation modeling for confirmatory factor analysis.
7. Work Plan

- Formulating research problem.
- Conceptualising a research design.
- Constructing an instruments for data collection.
- Selecting a samples.
- Writing research proposal as a preparatory work.
- Data collecting.
- Data processing.
- Data analysis and interpretation.