WORK PLAN AND METHODOLOGY:

All business undertaking operates in the world of uncertainty. There is no unique method, which can entirely eliminate uncertainty. But research methodology, more than any other procedure, can minimize the degree of uncertainty. Thus it reduces the probability of making a wrong choice amongst alternative courses of action. This is particularly significant in the light of increasing competition and growing size, which make the task of choosing the best course of action difficult for any business enterprise. Research methodology is a way to systematically solve the research problem. It can be understood as a science of studying how research is done scientifically. It takes many dimensions and research methods to constitute a part of the research-methodology. A systematic approach is essential in good research.

Research Design:
Exploratory research uses a less formal approach. It is designed to provide a background, to familiarize and, as the word implies, just “explore” the general subject. This Thesis will be based on exploratory method.

Data Collection:
The following data will be collected from appropriate sources. The project will be undertaken by conducting structured and unstructured interviews on one to one basis with various hierarchy of management and other staff of the Airline to get an insight about the parameters of performance and measures adopted to enhance it.

Primary Data:
A set of questions will be designed in order to support the interview & make it easy for the interview to comprehend the depth of the study. In order to enable them to respond freely they will be assured of confidentiality. Primary Data will be gathered using questionnaire as a tool for data collection.
Secondary data:  
Secondary data will be collected & studied in light of the environmental characteristics within which the Airlines operate. It will be collected from books, magazines, published articles, newspaper, journal, government publications, websites etc. An extensive literature survey will be done on the topic in order to get a substantial theoretical base & which will also serve as guidance for preparing the questionnaire for interviews.

Sampling Technique:  
Convenient sampling and Stratified sampling method will be used for selection of respondents. For convenience, employee’s views on the officer’s promotion policy and its impact on their morale will be taken backbone of middle management. Stratified random sampling will be used because officers are highly influenced by promotion policy.

Sample area: Air India  
Sampling Unit and sampling Technique: Samples of the study consisted of employees of the officer cadre at Air India.

Sample size:  
Total 100 officers will be interviewed. The respondents will be selected from Mumbai region.

Data Analysis:  
The Data collected through questionnaire will be tabulated; interpretation of data will be based on tabulation and analysis. The edited data will be arranged in proper sequence. The edited data will be edited & classified for suitable tabulation, graphs, charts, and diagrams wherever necessary. Data collected through will be tabulated using Excel and SPPS software. A suitable statistical technique shall be used for analyzing data such as chi-square test etc.
Scope of Study
If we want exemplary performance from the human resource we need to treat people fairly, treat them as partners, treat them with respect and trust & above all provide them opportunities for development. Only by doing so one can earn their respect & loyalty that will forge a relationship contributing to a high level of performance & productivity.

Utility of the study
Motivating people for superior performance in order to achieve social & organizational goals. The present open sky policy has made the airline in cutting down the cost or completely doing away with areas not directly yielding generation from the core business area. The proposed study will be able to promote wider participation amongst its employees in management functions. Good promotion polices can make the environment more competitive to growth not only of the employee but also of the organization as a whole.

Chapter wise details of the proposed research work:
The tentative proposed chapter wise details of the proposed research work is summarized below:

- Preamble / Executive Summary - A condensed summarizing of the thesis.
- Introduction – Background introducing the topic, covering aspects such as why topic selected and how personally important.
- Research problem
- Scope of study – Research aim and objective
- Operational definition of terms and concepts
- Literature review
- Methodology – Research Design & Methods
- Limitations
- Acknowledgements
- Bibliography