International Journal of Trade and Commerce-IIARTC July-December 2024, Volume 13, No. 2, pp. 454-468 ISSN-2277-5811 (Print), 2278-9065 (Online) © SGSR. (www.sgsrjournals.co.in) All rights reserved. COSMOS (Germany) JIF: 5.135; ISRA JIF: 7.249; ISI JIF: 3.721



# **BOOK REVIEW**

# Instruction Manual: Research Methodology Volume - 1 & Volume - 2

**Muhammad Mahboob Ali & Md. Kamrul Hossain Published by:** Office Manager; Institutional Quality Assurance Cell, Daffodil International University, Bangladesh ISBN: 978-984-34-1757-2 Year: 2016 (Second Edition) Pages: 77 + 128

> Book Reviewer: **Md. Liakat Mostafa\*** Bangladesh NGO Foundation, Dhaka, Bangladesh E-mail: liku04@gmail.com

**Instruction Manual:** Research Methodology: This book will be used as a Training Material for Training of Teachers (TOT) Program or Workshop on Research Methodology for young faculties. According to the authors, Instruction Manual: Research Methodology, and Issues is "a guide and reference for both Graduate group student, beginners and Training of Teachers (TOT) Program or Workshop on Research Methodology for young faculties. I clearly belong to the First target group, and my review of the book necessarily reflects this fact. From where I stand, the book is primarily geared to the target group of (graduate) students and beginners, setting out basic research methodology considerations and leading the reader step-by-step through different research methodology scenarios.

The book is organized into 10 chapters which deal with specific research methodologies. The authors "have structured the chapters based on a model of academic research that we commonly use with senior undergraduates, masters, or doctoral projects and/ or these" (p.xv). Looking at the book for purposes of conducting this review, I did not follow the authors' advice that, "E-Research need not be read sequentially; rather, your are invited to proceed directly to the section that most immediately meets your research needs" (p.xvi). If I had followed the authors' suggestion and had used Instruction Manual: Research Methodology, and Issues as a handbook, I

\*Corresponding Author DOI: 10.46333/ijtc/13/2/19

might not have had the feeling of repetition and redundancy, which overcame me increasingly as I progressed through the text. Before I discuss the book's chapters, I wish to refer to the supplementary website located at https://daffodilvarsity.edu.bd/While I did not spend a lot of time exploring this website, I can say that it appears to be useful as it presents one-stop access to "chapter summaries and links to the sites, resources, and online papers referenced in the book" (p. xvi). It also contains an additional chapter on "Website Construction," which was omitted from the published text due to space constraints. All the links I tried worked, and I am sure I will return to this resource whenever I need additional information on any of the topics covered in the book

# CHAPTER ONE

## Introduction

Although every research study has its own specific objectives, the research objectives may be broadly grouped as follows:

- [i] To gain familiarity with new insights into a phenomenon (i.e., formulative research studies);
- [ii] To accurately portray the characteristics of a particular individual, group, or a situation (i.e., descriptive research studies);
- [iii] To analyze the frequency with which something occurs (i.e., diagnostic research studies); and
- [iv] To examine the hypothesis of a causal relationship between two variables (i.e., hypothesis-testing research studies).

# Steps in Research

- (a) Observation
- (b) Preliminary information gathering
- (c) Theory Formulation
- (d) Hypothesizing
- (e) Further Scientific Data Collection
- (f) Data Analysis
- (g) Interpretation

Characteristics and Requirements for Research Process Research is a complete process to answer questions through collecting, analyzing and interpreting information to answer questions. A process will be qualified as research, if it contains the following certain characteristics:

*Controlled:* In exploring causality relation between variables, set up study in such a way that the effects of other factors are minimized.

*Rigorous:* To ensure that the procedures will find relevant, appropriate and justified answers to Questions.

*Systematic:* The process follows a certain logical sequence. Valid and verifiable – Findings of the process may be corrected, verified and improved by previous study.

Empirical: Conclusion of a study represents real-life experiences or observations.

*Critical:* The process adopted and the procedures used must be able to withstand critical scrutiny.

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# CHAPTER TWO

# **Research Problem**

Actually a research problem statement is a short (a paragraph or two) description of a specific research part or subject that researcher aims to address, with an explanation of why that part/matter essentials to be spoken, why speaking this part/matter is of significance, and what general advantage (i.e., to society as a whole or to other researchers) speaking the matter may deliver. On the other hand research question refers to a situation- when a researcher narrowed down the research problem to one

Selecting the Problem:

The following points may be observed by a researcher in selecting a research problem or a subject for research:

- (i) Subject matter which is done before should not be generally chosen, for it will be a difficult task to throw a new light through an older problem
- (ii) Controversial subject should not become the choice of an average researcher
- (iii) Too narrow or too vague problems should be avoided.
- (iv) The subject selected for research should be familiar and feasible so that the related research material or sources of the research are within the reach of the researcher.
- (v) A researcher must know his/her strength before selecting a research problem. Answers to the following questions may help to understand feasibility of the problem:
  - (a) Is he well equipped in terms of his background to carry out the research?
  - (b) Does the study fall within the budget he can afford?
  - (c) Can the necessary cooperation be obtained from those who must participate in research as subjects?
  - (d) The selection of a problem must be preceded by a preliminary study.

# CHAPTER THREE

#### **Theory Building**

There are three main activities involved with the process of theory building:

- [i] Conceiving a theory (abduction)
- [ii] Constructing the theory (logical deduction)
- [iii] Justifying or evaluating the theory (induction)

Criteria for Good Theory:

A good theory has to include the three criteria: generality, integration, and thickness.

*Generality:* intended to apply to all relevant cases, both all those that have been observed and all that could be observed.

*Integration:* a generalization must be integrated into a systematic set of other laws--a theory--in order to be truly general.

*Thickness:* involves many intertwined variables with effects that are conditional on time and place. Only a complex theory can begin to approximate the richness of reality.



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# CHAPTER FOUR

#### Literature Review

Necessity of Literature Review

- [i] To find out what has been written about the selected research topic
- [ii] To understand the relationship between the various contributions, identify and (if possible) resolve contradictions, and determine gaps or unanswered questions

What should contain in a literature review:

- (a) Use Evidence: researcher refer to several other sources when making their point.
- (b) *Be Selective:* Select only the most important points of thematic, methodological, or chronological in each source to highlight in the review.
- (c) *Use Quotes Sparingly:* do not use any direct quotes.
- (d) *Summarize and Synthesize:* summarize sources and synthesize within each paragraph throughout the review.
- (e) *Express own Explanation:* though literature review presents others' ideas, researcher should remain front and center.
- (f) **Use Caution when Paraphrasing:** when paraphrasing a source, be sure to represent the author's information or opinions accurately in own words.

#### CHAPTER FIVE

#### **Questionnaires and Data Processing**

#### Schedule and Questionnaire

*Meaning of Schedule:* Schedule and questionnaire are the most important tools generally used in social-science research. The two forms are similar in nature but different in its construction and usage. Schedule is the form containing some questions or blank tables which are to be filled by the investigator after getting information from the respondents. "Schedule is the name, usually applied to a set of questions, which are asked and filled in by the investigator in a face to face situation with another person" (Goode & Hatt).

#### **Characteristics of Schedule**

- i. The schedule is presented by interviewer where the investigator asks the questions; notes down the answers himself/ herself. The list of questions is a formal document.
- ii. A schedule contains three sections such as-
  - (a) Instructions
  - (b) Introductory part
  - (c) Main text The main purposes of schedule are as follows:
  - (d) To provide objective tool for objectivity
  - (e) To act as a memory tickler
  - (f) To facilitate the work of tabulation and analysis.
  - (g) There are five steps for constructing schedule:
  - (h) Study various aspects of the problems
  - (i) Sub-divide the problem to get necessary information
  - (j) The farming of actual questions
  - (k) Testing the validity of schedule





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#### Questionnaire Method:

*Questionnaire:* Goode & Hatt stated that in general questionnaire refers to a device for securing answers to questions by using a form which respondent fills in himself.

- a. Questionnaire method is a method in research in which information is obtained with the help of a questionnaire which is prepared exclusively for the purpose.
- b. In this method the investigator does not go to any respondent for the collection of information. He simply mails the questions and collects the required information on the basis of replies received by him.
- c. According to Bogardus, a questionnaire is list of questions sent to a number of persons from them to answer. It secures standardized result that can be tabulated and treated statistically.

#### Interview Method:

- a. Interview is one of the powerful tools for the data collection in social science research. The interview technique is a (verbal) method of securing data especially in the field of research connected with the social problems.
- b. The person who is interviewing is called interviewer and the person who is giving interview is called interviewee or respondent.
- c. "The interview is perhaps the most ubiquitous method of obtaining information from people" (Fred. N. Kerlinger).

#### **Objectives of Interview:**

The major objectives may be considered

- i. Exchange ides & experiences
- ii. Eliciting of information
- Ethical concern of the question
- i. To know personal knowledge
- ii. To prepare report establishment
- iii. To gain access objective of data
- iv. To obtain opportunity for observation
- v. To determine facts in particular circumstances
- vi. To ascertain opinions, attitudes, trends, values etc.

#### **Types of Interview:**

The interview can be classified according to

- i. Number
- ii. Purpose
- iii. Period of contact
- iv. Subject- matter and
- v. Role.

#### **Objectives of Interview:**

The major objectives may be considered

- i. Exchange ides & experiences
- ii. Eliciting of information



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- iii. Ethical concern of the question
- iv. To know personal knowledge
- v. To prepare report establishment
- vi. To gain access objective of data
- vii. To obtain opportunity for observation
- viii. To determine facts in particular circumstances
  - ix. To ascertain opinions, attitudes, trends, values etc.

#### CHAPTER SIX

**Research Design** 

#### *Type of Research:*

Research type can be classified as follows:

- [i] Quantitative Research
  - a. Exploratory Research
  - b. Conclusive research
- [ii] Descriptive Research
  - a. Case study;
  - b. Case series study;
  - c. Cross-sectional study;
  - d. Longitudinal study;
  - e. Prospective Study
  - f. Retrospective study.
- [iii] Causal Research
  - a. Experimental Research
  - b. Quasi Experimental Research
  - c. Qualitative Research
- [iv] Ethnography
  - a. Narrative
  - b. Phenomenological

#### CHAPTER SEVEN

#### Sampling Methods:

Sampling refers to the selection of individuals, units, and/or settings to be studied. While quantitative studies strive for random sampling, qualitative studies often use purposeful or criterion-based sampling, that is, a sample that has the characteristics relevant to the research question(s). The difference in sampling strategies between quantitative and qualitative studies is due to the different goals of each research approach. Quantitative research seeks to infer from a sample to a population (for example, a relationship or a treatment effect). The goal of quantitative approach can be stated as, "empirical generalization to many". Qualitative research, on the other hand, typically starts with a specific group, event, or process. The goal of qualitative research can be stated as "in-depth understanding."

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#### Md. Liakat Mostafa **Chapter Eight**

# Measurement and Scaling

# Measurement Scales:

Measurement scales are used to categorize and/or quantify variables. The most widely used classification of measurement scales are:

- (a) **Nominal scale -** simply describes differences between things but cannot indicates any order
- (b) **Ordinal scale –** indicates possible outcome a variable in order, but there is no attempt to make the intervals
- (c) **Interval scale -** has an arbitrary zero, but it is not possible to determine an absolute zero or the unique origin.
- (d) **Ratio scale -** has an absolute or true zero.

## Scaling:

Scaling is the procedures of assigning numbers to various degrees of opinion, attitude and other concepts. This can be done in two ways viz.,

- (i) making a judgement about some characteristics of an individual and then placing him directly on a scale that has been defined in terms of that characteristics and
- (ii) Constructing questionnaires in such a way that the score of individual's responses assigns him a place on a scale. The number assigning procedures or the scaling procedures may be broadly classified on one or more of the following bases:
  - (a) Subject orientation;
  - (b) Response form;
  - (c) Degree of subjectivity;
  - (d) Scale properties;
  - (e) Number of dimensions and
  - (f) Scale construction techniques.
  - We take up each of these separately.

# CHAPTER NINE

#### Method of Data Collection

# Importance of Data and Data Collection:

Data is one of the most important and vital aspects of any research studies. Researchers conducted in different fields of study can be different in methodology but every research is based on data which is analyzed and interpreted to get information. Data is the basic unit in statistical studies. Statistical information like census, population variables, health statistics, and road accidents records are all developed from data. Data Sources There are two sources of data collection: Primary and Secondary sources for collecting data. Data Collection Techniques Primary data collection uses surveys, experiments or direct observations. Secondary data collection may be conducted by collecting information from a diverse source of documents or electronically stored information, census and market studies are examples of a common sources of secondary data. This is also referred to as "data mining".



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# CHAPTER TEN Test of Hypothesis

#### Function of Hypothesis:

Functions of hypothesis are: -

- (i) to test theories,
- (ii) to suggest theories,
- (iii) to describe social phenomenon,
- (iv) to test theories that must be empirically demonstrate either probable or not probable,
- (v) to suggest theories- theories when tested either proved or disproved and in terms constitute further test of the originating theory and to describe social phenomenon
- (vi) to describe as complete and perfect knowledge has to acquired, should be very brief, clear, and timely. And should be elaborate to field research.

## Source of Hypothesis:

- (i) Cultural environment
- (ii) Folk wisdom
- (iii) The history of science
- (iv) Findings of other studies
- (v) Cases which are expectations to expected theories
- (vi) Personal experience
- (vii) Body of theory Utility of Hypothesis
- (viii) Pin point to enquiry
- (ix) Give direction how to proceed
- (x) Selecting facts
- (xi) Help for scientific conclusion

#### Statistical Analysis:

Most commonly Use Methods are

- (i) T-test
- (ii) Paired t-test
- (iii) Chi-square test
- (iv) ANOVA
- (v) ANCOVA
- (vi) MANOVA
- (vii) Repeated Measures ANOVA
- (viii) Factor Analysis
- (ix) Cluster Analysis
- (x) Power Analysis
- (xi) Linear Regression
- (xii) Logistic Regression
- (xiii) Correlation
- (xiv) Mann-Whitney test
- (xv) Kruskal-Wallis test
- (xvi) Wilcoxon Signed-Ranks test

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- (xvii) McNemar's Test
- (xviii) Friedman's Test
- (xix) Structural Equation Modeling (SEM)

#### VOLUME: 2

The volume is organized into 10 chapters which deal with specific research methodologies. The authors "have structured the chapters based on a model of academic research that we commonly use with senior undergraduates, masters, or doctoral projects and/ or these" (p.xv). Looking at the book for purposes of conducting this review, I did not follow the authors' advice that, "E-Research need not be read sequentially; rather, you are invited to proceed directly to the section that most immediately meets your research needs" (p.xvi). If I had followed the authors' suggestion and had used Instruction Manual: Research Methodology, and Issues as a handbook, I might not have had the feeling of repetition and redundancy, which overcame me increasingly as I progressed through the text. Before I discuss the book's chapters, I wish to refer to the supplementary website located at https://daffodilvarsity.edu.bd/While I did not spend a lot of time exploring this website, I can say that it appears to be useful as it presents one-stop access to "chapter summaries and links to the sites, resources, and online papers referenced in the book"(p. xvi). It also contains an additional chapter on "Website Construction," which was omitted from the published text due to space constraints. All the links I tried worked, and I am sure I will return to this resource whenever I need additional information on any of the topics covered in the book

#### **CHAPTER ONE**

#### **Research Proposal and Report**

A research proposal is a proposed framework which includes research questions, objective of the study and how the work will be conducted whereas research report is a document prepared by an analyst or strategist who is a part of the investment research team. A research proposal is a proposed framework which includes research questions, objective of the study and how the work will be conducted whereas research report is a document prepared by an analyst or strategist who is a part of the investment prepared by an analyst or strategist who is a part of the study and how the work will be conducted whereas research report is a document prepared by an analyst or strategist who is a part of the investment research team.

#### Steps to Writing an Academic Research Proposal:

Some of the important parts of a good quantitative or qualitative research proposal include:

- (i) Determining the general topic;
- (ii) Performing a Literature review on the topic;
- (iii) Identifying a gap in the literature;
- (iv) Identifying a problem highlighted by the gap in the literature and framing a purpose for the study;
- (v) Writing an Introduction to the study;
- (vi) Framing research hypotheses and/ or research questions to investigate or guide the study;
- (vii) Determining the method of investigation, Outlining the research design, Defining the Sample size and the characteristics of the proposed sample;
- (viii) Describe the procedures to follow for data collection and data analyses.



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#### Report Preparation/ Writing:

Characteristics of a Good Report:

- (a) Clarity of thought
- (b) Conceptual clarity
- (c) Explicit statement of research problem
- (d) Simple and appropriate language
- (e) Detailed and orderly presentation
- (f) Size
- (g) Chapter wise
- (h) Quotations and footnotes
- (i) Summary
- (j) Limitations
- (k) Acknowledgement

#### *Qualities of Good Reports:*

- (a) Precision
- (b) Relevance
- (c) Conciseness
- (d) Render- Orientation
- (e) Grammatical Accuracy
- (f) Clarity
- (g) Attractive presentation

## Research Reporting Guidelines and Initiatives:

#### Deadline Dates for Submission:

The dates are posted at the Graduate School for both deadline to apply for graduation and the submission of papers. These deadlines are firm dates and no extensions will be given. Organizational format should be as follows:

- (a) Title page
- (b) Approval page
- (c) Abstract (optional)
- (d) Acknowledgments/Dedication (not required)
- (e) Table of Contents
- (f) List of tables with page references
- (g) List of figures with page references
- (h) Text Exhibits (tables, figures, photographs, etc. when not distributed in the text) Bibliography (or appropriate title prescribed by style manual chosen)
- (i) Appendices (not required)
- (j) Human subjects committee approval form when required (photocopy)
- (k) Vita sheet (should have a page number)

Color:

Color is permitted.

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#### Md. Liakat Mostafa Additional Files:

#### May upload multimedia files (video or audio files).

Fonts:

- (a) The document should be readable
- (b) The body of the document should use a 10 or 12 point font.
- (c) Headings and subheadings may go up one size and up to 14 point but must be of the same font style as the body of the text.
- (d) **Bold** format may be used only as specified by the style manual chosen.
- (e) Italics may be used only as specified by the style manual chosen

Spacing:

- (a) The body of the document must be double spaced.
- (b) Extended direct quotations, should be presented consistently with the style manual selected.
- (c) Opening pages (Table of Contents, Chapters, Bibliography, etc.) that are required by the manual style to have a set top margin may have a larger than one inch top margin on those pages. Charts, tables and figures may have greater margins than listed but may not go into the required margins.
- (d) Paragraph indentations should be uniform five spaces. There should be no extra spacing.

#### Organization of a Research Report:

- (a) Title
- (b) Abstract
- (c) Introduction
- (d) Experimental Details or Theoretical Analysis
- (e) Results
- (f) Discussion
- (g) Conclusions and Summary
- (h) References

#### Guidelines for Footnotes and Bibliography:

- (a) Direct quotations from another author's work which must be placed in quotation marks.
- (b) Citing authority for statements (not quoted directly).
- (c) Material of explanatory nature which does not fit into the flow of the body of the text. In the text of an essay, material to be footnoted should be marked with a raised number immediately following the words or ideas that are being cited.

#### Form and Content of Footnotes:

A. **From a book:** 1W. J. Eccles, Frontenac The Courtier Governor (Toronto: McClelland and Stewart Limited, 1959). [The information given in a footnote includes the author, the title, the place (city) of publication, the publisher, the date of publication and the page or pages on which the quotation or information is found.]



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- B. **From an article in a journal:** 1Peter Blickle, "Peasant Revolts in the German Empire in the Late Middle Ages," Social History, Vol. IV, No. 2 (May, 1979), 233.
- C. **From a book containing quotations from other sources:** 1Eugene A. Forsey, "Was the Governor General's Refusal Constitutional?", cited in Paul Fox, Politics: Canada (Toronto: McGraw-Hill Company of Canada Ltd., 1966), 186.
- D. **From a standard reference work:** 1Norman Ward, "Saskatchewan," in The Canadian Encyclopedia, 2nd ed., Vol. 3, 1935. 2J. K. Johnson and P. B. Waite, "Macdonald, Sir John Alexander," in The Dictionary of Canadian Biography, Vol. 12, 599
- E. **From the Internet:** In citing material read on the Internet, it is not sufficient to indicate the website alone. You must provide information about author, title, and date of the document you are using, as follows: 1T.J.Pritzker, (1993)."An Early Fragment from Central Nepal" [Online]. Available: http://www.ingress.com/~astanart/pritzker/pritzker.html [1995, June]. The final date [1995, June] is the date the website was consulted. For more information about how to cite electronic information see Xia Li and Nancy Crane, The Handbook for Citing Electronic Resources or http://www.uvm.edu/~ncrane/estyles/.

*Rules to Remember in Writing Footnotes:* Titles of books, journals or magazines should be underlined or italicized. Titles of articles or chapters – items which are only a part of a book--are put in quotation marks.

*Abbreviating in Footnotes:* The first time any book or article is mentioned in a footnote, all the information requested above must be provided. After that, however, there are shortcuts which should be used.

#### Bibliography and References:

A bibliography encompasses all works you consult in writing your paper, whether or not you quote the authors of those works or refer to their ideas. A reference list should include only those works quoted or "referred to" directly within the context of your paper.

#### Abbreviations and Acronyms:

An abbreviation is a shortened form of a name or term (e.g., postop for postoperative, kg for kilogram, UN for united nations etc.). An acronym is an abbreviation formed from the initial letters of a term e.g., FBI for Federal Bureau of Investigation (Jeff Hume Pratuch, 2015). All acronyms are abbreviations, but not all abbreviations are acronyms.

# Difference between a Monograph, a Book, a Journal, and a Magazine:

A monograph is a specialist book on a single subject written by one author.

**A journal** is a collection of academic research papers or writing from several people based on a theme and published from time to time. The tone of a journal is serious.

A magazine is a collection of articles not based on an academic subject but rather a theme either in print or electronically or both.

**A book** - in an academic sense - is a detailed exploration running into many pages on a particular subject.





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# CHAPTER TWO

# Statistical Analysis:

Statistical analysis is fundamental to all experiments that use statistics as a research methodology. The distinctions between ANOVA, ANCOVA, MANOVA, and MANCOVA can be difficult to keep straight. Before one can appreciate the differences, it is helpful to review the similarities among them.

## Strength Weakness Opportunity and Threat (SWOT) Analysis:

SWOT analysis is one of the most popular strategic analytical tools that used for strategic decision making. The acronym stands for strengths, weaknesses, opportunities, and threats associated with a particular business.

# CHAPTER THREE

## **Detailed Guidelines for Internship Report:**

During the Internship in an organization you should prepare a report under the guidance of your academic supervisor. You must meet your supervisor at least o preparations are given below:

- (i) Introduction
- (ii) Background
- (iii) Scope of the study
- (iv) Objective of the study
  - A. Broad statement
  - B. Specific Objectives
    - (a) To know different activities of the organization;
    - (b) To evaluate all the activities of the organization;
    - (c) To identify different problems of the organization; and
    - (d) To prescribe some solutions.
- (v) Methodology/ Design of the Study
- (vi) Limitations of the Study
- (vii) Discussions, Analyses and Findings
- (viii) Recommendations/ Policy Implications
- (ix) Conclusions
- (x) Appendices
- (xi) References

#### **The following shows the pattern that should be used for the Internship Report:** Cover Page:

Inner Cover (Detailed identification page):

Letter of Transmittal (From the Student):

Certificate of Approval (From the Supervisor

Preface or Forward:

Abstract (Summary):

- [i] Should be a one page
- [ii] Suitably around 150 words
- [iii] Typed using double line spacing,



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- [iv] Font Style "Times New Roman" and
- [v] Font Size 12.

Table of Contents:

List of Tables, Figures and Graphs:

List of Symbols, Abbreviations and Nomenclature: Chapters:

The chapters may be broadly divided into 3 parts –

- (i) Introductory chapter,
- (ii) Chapters developing the main theme of the Internship work and
- (iii) Recommendations and Conclusion(If there any).

#### Typing Instructions:

The impression on the typed copies should invariably be black in complexion. o Single / one and a half (1.5) line spacing (depending on the nature of the text) should be used for typing the general text. The general text of the Internship Report should be typed in the Font style: "Times New Roman" and Font size: 12 (twelve). Throughout the entire text there must be margins of at least 1 (one) inch on all four sides of the paper.

## CHAPTER FOUR

## **Guidelines for Preparing Presentation Slides:**

Manual of Chicago Style Any citations you add to your bibliography will appear here! If you need, you can edit or delete any of your citations.

Sample of Research Proposal For Post-Doctoral Fellowship Research Topic: Factors affecting Entrepreneurial Management in Bangladesh: an Empirical Analysis

#### How to publish Books and articles in Good indexed Journals:

For Authors Book publishing information LLC "CPC "Business Perspectives" affords an opportunity to publish scientific books and monographs. We offer such book publishing services as: - Lead out. We will make efforts to present your book in the best style and format. - Editing. This kind of service makes possible to get help of our editors to improve the standard of English in a book before its publication. - Proof-reading. We correct grammatical and syntactical errors in the text, being prepared for publication. - Text and cover design. - Getting ISBN number for your book- Book production and selling.

#### Plagiarism:

LLC "CPC "Business Perspectives" claims all researches submitted to the journals to be original. Authors must provide unique early unpublished paper for a chosen journal.

#### Test for plagiarism:

The cases of suspicion in plagiarism (or double submission) are rarely limited to one journal or publisher. In case of finding such a fact the name of a wrongdoer will become known in scientific circles. To test for plagiarism our publisher uses Advegoplagiatus program.





Book Review: Instruction Manual: Research Methodology Md. Liakat Mostafa

Sample of Research Paper Muhammad Mahboob Ali, PhD & Md. Kamrul Hossain, PhD The Great Recession of 2008: Impact on the Bangladesh Economy and International Business Implications1

Exploratory results of Green production, sale, willing to pay and financing: case of Bangladesh.

Sample of Theory Developing Process: Muhammad Mahboob Ali, PhD & Md. Kamrul Hossain, PhD Community banking and Social networking for empowerment of People: A Conceptual view.

Sample of Book Review: Muhammad Mahboob Ali, PhD & Md. Kamrul Hossain, PhD Factors Affecting Entrepreneurial Management in Bangladesh: An Empirical Analysis

#### SPSS for Classroom:

SPSS Statistics is software for managing data and calculating a wide variety of statistics. This document is intended for students taking classes that use SPSS Statistics or anyone else who is totally new to the SPSS software. Those who plan on doing more involved research projects using SPSS should follow up this brief intro with more in-depth training.

#### **Starting SPSS Statistics:**

The SSCC has SPSS installed in our computer labs (4218 and 3218 Sewell Social Sciences Building) and on some of the Winstats. If you work on a University-owned computer you can also go to DoIT's Campus Software Library, and download and install SPSS on that computer (this requires a NetID, and administrator privileges).

Both the volumes are written lucidly. These volumes are very essential for the new researchers. Sometimes it also helps to remain previous understanding.



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