

# Service Industry Studies – Exam Preparation

## Week 1 – Introduction to Research

### What is Research?

- 'a systematic, careful inquiry or examination to discover new information or relationships and to expand/verify existing knowledge for some specified purpose.' (Bennet, 1991).
- 'Research is a systematic process of discovery and advancement of human knowledge.' (Graton and Jones, 2010).

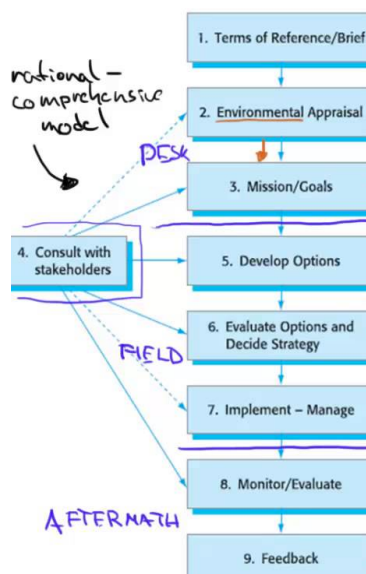
### Characteristics of Research

- It is generated by a research question.
- It follows a specific plan or procedure – the research process.
- It aims at increasing understanding by interpreting facts and reaching conclusions based on those facts.
- It requires reasoned arguments to support conclusions.
- It is reiterative – based on previous knowledge.

### Types of Research

- **Descriptive Research:** Much of the research seeks to discover, describe or map patterns of behaviour in areas or activities which have not previously been studied in the field or for which information needs to be updated on a regular basis.
- **Explanatory Research:** Moves beyond description to seek to explain the patterns and trends observed. Explaining how or why things are as they are (and using this to predict).
- **Evaluative Research:** Arises from the need to make judgements on the success or effectiveness of policies or programmes.

### Research in the Management Process



### Research Ethics

- The consideration of moral problems arising in connection with the conduct and consequences of your research.
- Ends must not justify the means.
- Researchers should not put their need to carry out the study above their responsibility to maintain the well being of participants.
- Principles:
  - ⇒ No harm should befall research subjects.
  - ⇒ Subjects should take part freely.
  - ⇒ Participation should be based on informed consent.

- Enforcement:
  - ⇒ University/Hospital/Professional body codes of ethics
  - ⇒ University/Hospital Ethics Committees must approve all research with humans and with animals
  - ⇒ Potential loss of professional indemnity if code not followed.