

## ***Stages of the Basic Research Process***

The basic research process is composed of six stages. The first stage is known as determining the research question. In this stage, a research question is formulated that addresses the question for which management is searching for an answer. Such a research question can be thought of as an umbrella question that provides the overall direction and objective of the research. The second stage is known as contemplating the research. In this stage, the cost and benefits of the research are analyzed to determine whether the research is worth undertaking. If so, a research proposal document will be created. The third stage is formally planning the research project. Here, the design of the research is accomplished including a refinement of the research question into testable hypothesis, quantitative studies or additional research questions, qualitative studies, how the research will be conducted and who is the target population of the research, pilot testing is often involved in this stage of the research process to check for flaws in the design process. The fourth stage is collecting data. In this phase, observation for the purpose of acquiring data is made and any mistakes within the data are edited so that all useful data can be coded into a classification system that will support the research. The fifth stage of the research process is known as analyzing and interpreting data. This stage involves the identification of useful patterns within the data; and when required, by the research design, the application of statistical models to the data. The sixth stage is known as creating a report. Here a research report that will support the decision-making process faced by management is produced. At a minimum, this report will be a resource used by management in making the business decision that motivated the research in the first place.