

Book Review

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Crafting Your Research: A Guide to Management Students For Collecting and Analyzing Data. 2021. Stamford Lake (Pvt) Limited, Sri Lanka. ISBN: 978-624-55544-13-1

Reviewed by -

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Essential procedures like data collection and analysis enable people, businesses, and governments to make well-informed decisions, encourage innovation, and prosper in various professions. In a world where data is everything, being able to use data effectively is becoming more and more critical. Arosha Adikaram, Tharusha Gooneratne, and Maduka Udunuwara's book titled "*A Guide to Management Students: Collecting and Analyzing Data Book Three text*" is one of the books in *Crafting Your Research A Guide to Management Students* series published by Stamford Lake in 2021. The text concisely provides important information to grasp on sampling in qualitative and quantitative research approaches, method of data collection, and data analysis for scholars and potential researchers, as well as its applicability to numerous scientific and management disciplines. Further, the book aims to outline five crucial aspects of research: sampling methods, data collection, data analysis, preserving the validity of the study, and terms and concepts to prevent misunderstandings throughout the data collecting and analysis phase. Adikaram, Gooneratne, and Udunuwara's book are written with explicit knowledge for the potential researchers to gain insight into select sampling methods to conduct data analysis and mitigate the risk of systematic bias. The Collecting and Analyzing Data Book Three can be used by undergraduate or graduate students who pursue preliminary research on management research either in industry or academic domains. The authors' four books cover topics from conceptualization to research design, technique selection, data collection and analysis, and research writing and publication to guide research students in management.

This book can be helpful for a variety of readers. Still, the authors wrote it essentially for a novice researcher rather than a more experienced researcher because it indicates that this book has not been organized into parts to accommodate a variety of readers. For instance, Walliman (2021) text, *Research Methods: The Basics*, has two main parts- research theory and practice, and the main research methods. Breaking content into parts creates a logical flow and structure and helps focus on key themes or concepts. Perhaps, as one of the volumes in the series, the authors may attempt to clarify topics for the intended audience to avoid confusion. Nevertheless, the Collecting and Analyzing Data Book Three content is

presented cohesively and consistently.

The current edition is divided into five parts, each covering a distinct topic and idea to cover the necessary knowledge for sampling and analyzing to confirm readers would not be overwhelmed or underinformed. Additionally, this book aims to provide a solution for more plausible data collection and analysis scenarios. The sampling and sample strategies in the three primary research approaches—qualitative, quantitative, and mixed, are covered in the first chapter, "Sampling in Research." The text attempts to cover the most important aspects of sampling, from a description basis to practical structures. The most admirable indication in the chapter includes figures to illustrate the sampling techniques for the audience. Similarly, Sekaran and Bougie (2016) have described in their text, *Research Methods for Business*, under Chapter 13- Sampling, probability and nonprobability sampling designs. In addition, Sekaran and Bougie (2016); Saunders et al. (2019); Iddagoda, (2022) discussed the advantages and disadvantages of probability and nonprobability sampling, which are not suggested in *Collecting and Analyzing Data Book Three*.

Chapter Two is divided into five parts- introduction, preparation for data collection, type of data, data collection methods in qualitative, and lastly, quantitative approaches are described, "Collecting Data." This chapter can be described as the heart of the book because this chapter contains the most considerable portion. This chapter sheds light on the basics of providing an understanding of the how of data collection and its importance and conducting a data collection. Figures, graphs, and maps are provided to enhance conceptual understanding in every area. For example, the chapter includes detailed figures depicting Likert scale response anchors. The authors are consequently concerned that data collection is becoming increasingly important to the research process, especially with methodologies that are qualitative as well as quantitative. For example, in the chapter, the authors explain, under qualitative research methods, the need to learn how to conduct interviews, focus group discussions, observations, document analysis, vignette analysis, and data triangulation. The book suggests alternative approaches and the often discussed and used procedures of data collection in the qualitative approach; qualitative research is distinct in that the investigator might come up with innovative ideas for gathering data. Furthermore, the chapter elaborates on the collection of data in quantitative research. Topics covered in this section include questionnaires and administering questionnaires.

In Chapter Three- Analyzing Data, the authors divide it into two sections to illustrate the data analysis. The primary emphasis of this chapter is on selecting the most suitable methods for data analysis in both qualitative and quantitative research. Although these various techniques have many similarities and overlaps, qualitative research does not follow a strict process. Hence, the authors have taken this as a severe point to clarify. The text pointed out the importance of defining key terms and concepts linked to data analysis in qualitative research, like codes, coding, categorization, and themes. For instance, Priori codes are those that the investigator finds before commencing the analysis, whereas inductive codes are those that the investigator considers as the analysis is conducted.

Further, this chapter is enriched with tables to aid in conceptual clarity. For example, in content analysis, this chapter pertains to quantitative content analysis. To cover the content—articles, speeches, websites, and blogs—the researcher will always match the

content analysis to the research question that the topic will be addressed. Similarly, the chapter highlights what relates to the qualitative study; content analysis decides by examining the research problem and the question being raised. However, while qualitative content analysis is conducted inductively, equivalent to thematic or grounded theory analysis, quantitative content analysis can be performed simply by counting the frequencies. Due to this, chapter 03 highlights what is related to Chapter 05: essential clarifications on significant terms, concepts, and topics related to data collecting and analysis. In terms of quantitative procedures, the chapter intends to explain how to select the appropriate statistical method to analyze data and how to prepare specific data for analysis. Further, the chapter provides adequate information on software applications for quantitative analysis; MS Excel; SPSS; SAS; STAT; Minitab; R; EViews; AMOS, and SmartPLS. This is essential knowledge concerning quantitative analysis that both inexperienced and experienced researchers should be aware of; the chapter makes a great effort to provide more details about the software.

Chapter Four- “*Maintaining Credibility in Research*”, provides detailed information on the necessity of sustaining credibility in qualitative and quantitative research as well as talks about the steps that must be executed at various research stages to ensure credibility, for instance, credibility in the research design stage or credibility in the data collection stage. Hence, the significance of prepositions and consequences are elaborately discussed to distinguish the main features of qualitative and quantitative research. According to the text, a researcher must be aware of how important it is to maintain transparency and honesty throughout the study process and use precise methods to evaluate the quality of their work. For instance, the information that distinguishes the validity and reliability constructs is highlighted in Table 4.2. Further, this chapter offers different types of triangulations to explain how they can be accompanied to improve the credibility of a research. Further clarification, the prologue in the chapter outlines theoretical triangulations, and an example is provided to elucidate the concept of investigator triangulation further. Therefore, this chapter emphasizes the advantages of triangulation, which can involve increasing the trustworthiness of study findings, providing novel approaches to comprehending a phenomenon, exposing original research, disputing or combining theories, and offering a greater understanding of the issue at hand.

To ensure that information on sampling, data gathering, data analysis, and preserving credibility is verified, Chapter Five summarizes further explanations on terminology and guidelines related to sampling and data collection and analysis. This chapter can be categorized as the smallest in the text due to its length and level of content. Nevertheless, it has provided essential clarifications on significant terms, concepts, and topics related to data collecting and analysis that are frequently misinterpreted or used synonymously. Under concepts and terminologies clarify selected terms and concepts related to sampling, data collection, analysis, and preserving credibility. For instance, under 5.2 concepts and terminologies, it discussed summarizes to explain data types, respondents and participants, instruments and items, cross- sectional and longitudinal studies, preliminary and pilot studies, Interviews and questionnaires, and distinction of random and convenience sampling. Under 5.3 discoursed, summarizing sampling, data collection, data analysis, and reliability improvement. Finally, 5.4 elaborates on some essential tips regarding data collection. For example, it emphasizes how data collection and data analysis have to be used for different research studies. It implies appropriate supervision for potential beginners to realize that various research studies utilize other methods. Besides, the authors have concluded the chapter and text with a remarkable attempt to emphasize the significance of

data accuracy, that is, the quality, veracity, adequacy, and richness of the data used in the study are the primary factors that determine how the research will turn out: “Garbage in, Garbage out”.

The writers claim that their material is selective, even though the book successfully achieves its primary goals, which are to provide a thorough review of its subject matter and to be highly comprehensive to serve as a foundation for an undergraduate course on research methodologies for management studies. Additionally, this book can be a valuable resource for a postgraduate candidate who wishes to study independently. Even though the book covers the majority of important concepts and notions, a glossary is not available. The reference is complete, up-to- date, and well-balanced.

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