

CHAPTER 4: DATA ANALYSIS, FINDINGS AND DISCUSSION

This chapter should provide the empirical evidence, findings and analysis based on the questionnaire/interviews/case studies etc. The propositions/hypothesis ought to be tested and findings discussed. Although this chapter can be split, it is usually best to incorporate findings and analysis together. The research must interpret findings sensitively as a basis for making recommendations that are practicable and sound. Ideally the research must reflect serious effort or contribution to knowledge in any of the disciplines taught in the MBA programme. There should be minimum literature references in this chapter as these are the researcher's findings.

(This chapter might take up 10-15 pages, single spaced)

4.1 DESCRIPTIVE ANALYSIS (for quantitative research)

It includes description of the collected data. **Here, you may want to start with the reliability test for the data collection instrument (questionnaire)** by reporting Cronbach alpha. Then show the relevant Histograms, Frequency tables (e.g. Pie Chart), etc and you should also comment on the results (but be careful, you are describing here the sample and not yet the population).

Note: *At the beginning of each section (in which you will be describing the variables/factor), you may start by referring to the research question (minor) or the Hypothesis explaining to the reader that you are going to test this hypothesis and/or answer that question.*

4.2 INFERENTIAL DATA ANALYSIS (for quantitative research)

This section is about testing the Hypotheses you have mentioned in chapter 3. All *p-values* have to be mentioned and reported for each test. You should comment and justify why you rejected or fail-to-rejected a particular hypothesis.

Sometime, you may not have any option but to use the descriptive analysis to answer the research questions. It can happen, but you have to mention that the results still can only be valid for the sample and can only be generalized for the population with the proof that the sample size/selection has little effect on the results.

Do not be disappointed if some or many of the hypotheses have been fail-to-rejected. This may be due to:

- The survey questions not well designed, formulated or understood by the respondents
- Respondents being careless or not serious in answering the questions
- The sample size (collected questionnaires) was not large enough

Whatever the case maybe, the researcher must report the truth whatever the results are.

4.3 DISCUSSION AND FINDINGS

Here you have to compile and link your research results with your research objectives, in order to answer your research questions. You must also refer to the literature in chapter 2, in order to support your findings. Do not forget that this chapter is your own ground, i.e. you should use your own language and opinion in the interpretation of the results, of course with the support of the literature. It is also about benchmarking your results with respect to the results and the finding from the other literatures. There is a need to ascertain whether your findings are in conformity or contradiction with the extant literature and give further explanation why this is so.