

## QUALITATIVE RESEARCH AND THE ACADEMIC MANAGEMENT

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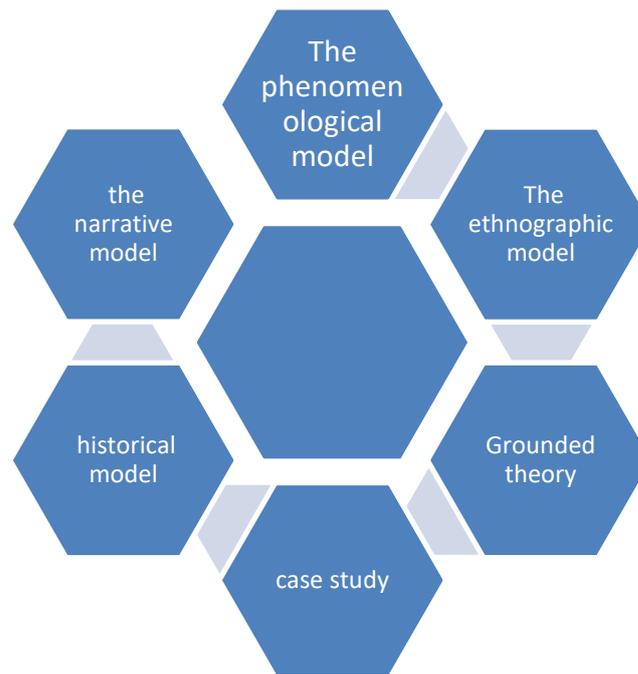
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**Abstract:** *Quality is the important term of industrial era. This term is used for the business and industries. It is used for the good product. Quality management is the term which is used to overcome the difficulties of workplace during the manufacturing process of an organization. Now-a-days, it is used in Education also for the academic purpose. There are many surveys and researches which has conducted the survey on the education which helped to develop the quality of education. The current paper aims to study on the quality research and its role in the academic management.*

**Key Words:** *Quality, research, academic, education, management etc.*

**Introduction:** Primarily exploratory research is called as the Qualitative Research. This is used to increase the good quality, it is based on the understanding. The process to gather the numerical data with the scientific method is called as Qualitative Research which refers the meaning, concept, definition, characteristics and other important element so the research. Research concepts and methods are included in the qualitative research. They are from multiple established academic fields. There are variation in the aim of a qualitative research project with the disciplinary background as psychologist seeking in-depth with the sympathetic of human behaviour. Mostly qualitative methods work with the base of answering the questions as why and how? In political science, social work, and education researchers are used on Qualitative research. There are six types of quality research which are given in the below image:



**Image 1.1 Six Qualitative Research**

- As given in the image 1.1, there are major six element which will work as the important model of qualitative research i.e. the phenomenological model, the ethnographic model, Grounded theory, case study, historical model and the narrative model. The selection of method is depend on the aims and objectives of the study. Generally, it involves the systematic collection of data about a phenomenon with using standardized measures and statistical analysis. Furthermore it involves the systematic collection, organization, description and interpretation of textual, verbal or visual data.

#### **Literature Review**

**a. Sayer (1992):**Sayer has proposed his views on the concept ‘method’ and suggested a carefully considered way of approaching the world so that we may understand it better.” His Concepts are used by the researcher used most widely to shape ideas about the suitable methods to observe and create the empirical data about phenomena.

**b. Crotty (1998):**

Crotty published four elements of the research process i.e. Methods, methodology, theoretical perspectives, and epistemology. To him Methods are the techniques or procedures which is used to gather the data as well as to analyse data related to some research question or hypothesis. He

defined the further concepts of Methodology, Omethodology, theoretical perspectives, and epistemology.

**c. Cope (2009):**

Cope has observed and worked on the research approach but there is nothing particularly new about this approach, except the naming and clear reflexivity of multi-methods research. "Using multiple methods to collect and interpret data has a long tradition in many of the social sciences, but that "the 'methods wars' of the late twentieth century perhaps clouded our rear-view mirror and rigidly placed researchers on opposing sides of a qualitative/quantitative divide." Stated by her.

**d. Lawson and Staeheli(1990):**

They studied and resulted with the statement that we are now at a point, when quantitative methods have been reclaimed from an assumption of underlying positivism.

**e. Baxter and Eyles(1997):**

Baxter and Eyles studied on the qualitative methods and explained that qualitative methods have been reclaimed from accusations of soft science and wishy-washy anecdotes.

**f. Knigge and Cope (2006):**

Knigge and Cope argued that they were now poised to put into practice the potential of not only multiple methods, but mixed-methods, whereby the blending of research practices becomes iterative, reflexive, and integrated.

**Objectives of the Study**

- a. To study the importance of qualitative methods in the research work.
- b. To define the role of qualitative methods in Education and academic sectors.
- c. To use the qualitative methods for the development of academic sectors of educational institution.

**Methodology**

The survey method is used for the current study. The data available on the website of Educational institutions and questionnaire were also prepared for the head of the institution for current study.

**Sources of Data Collection:**

Following two types of source is used for the data collection of current study.

- a. **Primary Source:** For the current study the descriptive and experimental research method is used. The design of the study is adopted for doing this research paper.

**b. Secondary Source:** Secondary source for current study is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

**Data Collection Method**

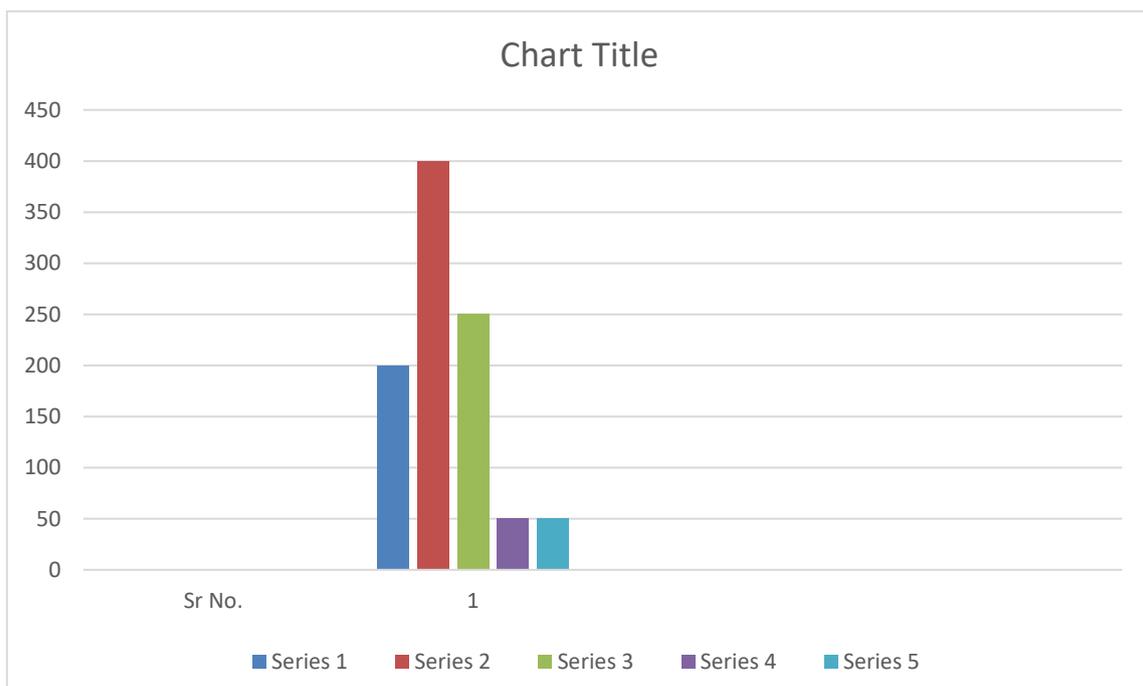
The educational institution were taken for the current survey of higher level education in India. They were asked about the accreditation process of the institution for the academic development.

**Result**

Following data is the result analysed for it. Total five hundred institutions were selected for study:

Sr No.	NAAC	AISHE	NIRF	AICTE	NBA
01	200	400	250	50	50

**Table 1.1 Survey Result**



**Graph 1.1 Survey Result**

The table and Graph 1.1 is the result of current research in which 500 higher educational institutions were selected for the study. There are any agencies which work and collect the data from the higher education and declare their grade or the rank. In the current survey there were taken major five government agencies who works for the quality education based on the data provided by the higher educational institution. Out of 500, there were 200 higher educational institution who filled the data

to NAAC to proving the quality for the academic development of Tamil Nadu. There were 400/500 who filled the data for AISHE, there were 250/500 educational institutions who filled data for NIRF. There were 50/500 who applied for the AICTE and NBA. It is the process of self-collected data for the evaluation by the external agencies. The outcome of the survey is as:

**1. Improve Practice:**

The data collected for the quality research in Academic management and conducted study on the same topic will help to improve the day-to-day activities and practices of teaching-learning process in the academic institutions. It will not only guide but also improve the practices of the academic institutions for the academic developments in Chennai as well as in India.

**2. It Adds the Knowledge:**

The qualitative research is the part of collected data, analysing the collected data with the scientific method and finding the result of the same. It means this will help to add more knowledge which will be come out after the research as apart of further suggestions.

**3. Address the Gap between Achievements and Expectation:**

The qualitative research will help to find out the gap of academic institution about the Achievements and Expectation. It will help to improve more after knowing this gap through a numerical and scientific methods of the Study.

**4. It will help for the Academic Development:**

Academic institutions are developed in the Nation for the welfare and professional developments of the people. Qualitative research will help to develop Academic part of the educational institution because it can be studied with the selection of several parameters. Out of which, there are few important parameters which given in the below image 1.2 which can be studied in one efforts and that is also with the use of scientific and systematic numerical method of the study i.e. Qualitative Research.

**5. Important Tools Used for Qualitative Research Method:**

The qualitative research not only helps to the development of academic institution, but also helps to study various branches of higher education and guides for the study tools pf the research. There are many methods of research but for the qualitative research study few important tools are used which are given in below pyramid:



**Image 1.2 Tringle of the tools of Qualitative Research Method**

As mentioned in the above tringle, the tools for Qualitative Research Method are in-depth interviews, focus group discussions, and observation. These all are most commonly used to collect the qualitative data in any research.

### **Conclusion**

Thus, when the factual data analysis is the part of research, the qualitative research methodology is used. In the academic management, the factual data is available about the admissions of the students, number of teaching and non-teaching staff, financial assistance, courses are available etc. therefore the role of qualitative research methodology plays an important role in the academic management. It will help for the classroom management. It is generally based on the probability of the information. This information is required on opinions, attitudes, views, beliefs or preferences; in qualitative research, sometimes variables can be isolated and defined, sometimes the variables can be linked to form hypotheses before data collection; and when the question or problem is known, clear and unambiguous. is used to answer the questions based on the experiences. There can be a study on the small group based on the beliefs, attitude, behaviour, nature etc. these all are the parts of human psychology. In academic management, the psychology of pupil plays an important role. Therefore, the role of the Qualitative research methodology plays an important role.

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