

# Eguide for Business Research: Solution to the Problem of Finding the Problem

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**Abstract**—*Research in simple terms is discovering or searching for new knowledge through a systematic study. The very first step of doing research study is to find the research problem or research gap to work on. Most of the young researchers find it very hard to identify the research problem that they end up working on the self-created research problem to get a topic instead of actually finding the research problem. One cannot deny the fact that young researchers seem to be more passionate and they work hard too. But as their research problem is not actually the problem their research could not contribute to the body of knowledge.*

*The main motive behind the idea of creating Eguide is to get the best of the potential and passionate researchers. Who due to some and other constraints are not able to reach to the actual research problem to work on. The word guide means showing the way; Similarly, Eguide for business research will show or tell the researchers the way (research gap) to conduct the study. Eguide will provide the platform to the marketers to share their business problems to get the solution for and researchers will get the problem shared by marketers to work on.*

*In this competitive Era where the saying “Work smart instead of work hard”, is followed the thought of creating a direct bridge between the marketers and researchers as Eguide will be beneficial for both the marketers as well as researchers.*

## 1. INTRODUCTION

A broad definition of research is given by Martyn Shuttleworth – “In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge.”

Research is a systematic, formal, rigorous and precise process employed to gain solutions to problems or to discover and interpret new facts and relationships. (Waltz and Bausell, 1981).

Research is the process of looking for a specific answer to a specific question in an organized, objective, reliable way. (Payton, 1979).

From the above given definitions it is cleared that Research is all about gaining answers to the research problem or to discover some new knowledge. Now the question arises that what is Research problem? And how to find it? A research problem is a statement about an area of concern, a condition to

be improved upon, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation.

Research students must need to find the actual research problem to make their study beneficial. The identification of a research problem to study can be challenging, not because there's a lack of issues that could be investigated, but due to pursuing a goal of formulating an academically relevant and researchable problem that is unique and does not simply duplicate the work of others. The research students find it so difficult to identify the research problem that Now a day's most of the research students are conducting the research studies just for the partial fulfilment of getting the specific degree. They either do not prefer to spend time and money to review the literature or may be because of some and other constraints they are not able to go through the literature review to get the actual research gap.

At last, they end up creating the research problem by their own just to get a topic instead of working on the actual existing research problem. That topic can surely help them get the specific degree but as their research problem is not actually the problem that cannot contribute to the body of knowledge.

## 2. “DON'T LET RESTRAINTS OF RESEARCHERS BE THEIR LOW”

One cannot deny the fact that young researchers are more passionate and enthusiastic. They just need proper guidance to make their study more effective. The above issues aroused the need of creating a website as **Eguide**. As Guide word is known for the one who shows the way to others or in other terms guide is a book containing the important syllabus only. Similarly, Eguide will show the way (research problems) directly to the researchers to conduct their research studies. Eguide will provide the potential researchers the knowledge about the research gap.

This Eguide will also help the marketers in doing Business research. Business research is a field of practical study in which a company obtains data and analyzes it in order to better manage the company. Business research can include financial data, consumer feedback, product research and competitive analysis. Executives and managers who use business research methods are able to better understand their company, the position it holds in the market and how to improve that position.

Through Eguide all the marketers, businesspersons, entrepreneur, etc will be able to share their business problems directly with the researchers to get the solution for. That means Eguide will not only help the research students to get the research problem but it will also provide platform to the marketers to share their problems or questions they want data or solution for. Marketers will ask to the research students to find out the cause, solution, etc of some specific problem. Marketers themselves will not be able to reach everywhere to collect the data but the research students living in different places can do the survey for them.

### **3. IMPORTANCE OF EGUIDE FOR RESEARCH STUDENTS:**

Eguide will help the research students to get the actual research problem directly at one place that will save their time and money. That time and money they can use to work more effectively on the study. Researchers will feel more motivated if they will know that their study is surely going to serve some purpose. As they will work on the real existing problem, their findings will contribute to the body of knowledge that will fulfill the basic motive of the word "Research".

### **4. IMPORTANCE OF EGUIDE FOR MARKETERS:**

Through Eguide, marketers can directly share their problems with the researchers. Marketers will be able to get the data or researches from different places with the help of researchers. The study done by the researchers will help the marketers in the effective decision-making.

### **5. CONCLUSION**

The time has arrived when all young researchers need to make their research studies beneficial. For that, Research studies should not be done by just creating a topic but it should be done on the real business problem that can serve some purpose.

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