

CHAPTER 3 : RESEARCH METHODOLOGY

This chapter illustrates the procedures used for this thesis, in regard of the research method and data collections. Ghauri et al. (2005) mentioned that research methodology can be expressed as a system of roles and procedures. Saunders et al. (2007) stated that research methodology is a theory of how research should be undertaken, including the theoretical and philosophical assumptions upon which the research is based and implications of these for the methods or methods adopted.

3.1 RESEARCH METHOD

Research methods have been identified and it involves both quantitative and qualitative method. Qualitative method of data collection technique involves interview or data analysis(Saunders et al., 2007), where data used to complete this case study were mainly interviews, participant observations, news, market research reports and articles. It is a mixture of the rational, explorative and intuitive analysis of data(Ghauri et al., 2005). Quantitative measurement was also being applied in this case study where financial figures were used to measure financial synergies achieved.

3.2 DATA COLLECTION

According to Blaikie (2003), primary data is new data generated from the primary resources through questionnaire, interviews or observations to find answers related to specific research project. Whereas secondary data is raw

data which already collected by someone else, either for some general information purpose, such as government census or another official purpose or for a specific research project.

In this thesis, primary data are gathered through interviews and secondary data through literature, article and news. Transcripts from interviews will be referred during the process of analysis for empirical findings. Secondary data are used to support findings and analysis. Besides articles and news, company reports, histories and financial statements are also being used as supporting data to findings from primary data.

Annual reports from 2001 to 2009 were used to provide some financial insights with basic quantitative computation, as nine annual data points are not sufficient to build a strong and valid case to justify and draw a conclusion on the case study. This is one of the reasons qualitative analysis has been chosen for this case study.

3.3 RESEARCH STRATEGY - CASE STUDY

According to Saunders et al. (2007), research strategy is a general plan of how the research is conducted in order to answer the research question(s) and fulfill study objective. In this thesis, case study strategy was chosen.

Robson (2002) said that a case study is a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence. Bryman and Bell (2003) said that case study design often favor qualitative methods, such as

participant observation and unstructured interviewing because these methods are important in the generation of an intensive, detailed examination of a case approach.

3.4 INTERVIEW

Interview can create knowledge through human interaction in the conversation between the researcher and participants (Kvale, 1996). Types of interview are classified as structured, semi-structured and unstructured or in-depth interviews (Saunders et al., 2007; Ghauri & Gronhaug 2005).

Structured interviews are conducted in a manner where standardised questions are being asked by interviewee by interviewer using a set of pre-established questions. Unstructured interview is relatively informal and questions are mostly open-ended. Semi-structured interview is the most common ways practised in interview research. It is more flexible and efficient in terms gathering information.

With today's greater emphasis on personal privacy, it is very important to get the consent of the interviewee before an interview proceeds. Interviewees should be informed of their rights and how would the outcome of the interviews to be utilised. Interviewers and interviewees should also reach a consensus regarding the level of confidentiality and disclosure of the interviewees' identity, and any feedbacks on sensitive issues if any.

In this thesis case study writing, one of the board members in the bank was interviewed. Semi-structured interview was conducted and conversation was

recorded by taking hand writing notes. The conversation was not audio recorded because interviewee prefers no audio recording and would like to remain anonymous. A set of interview questionnaires and the interview transcript are attached in appendix 1 and appendix 2 respectively.