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Developing scientific temper on business research

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Abstract

India is the developing country in the world whose structure has adopted, after 42nd amendment in 1976, the inculcation of scientific temper as a fundamental obligation of Indian citizens. The best exponent of scientific temper in India was our first Prime Minister, national leader. Despite of these policy tenacities, Indian citizens remain deep-seated in superstitions and blind faith in supernatural powers. This paper maps the developing scientific temper on business research. Innovation helps society and country in creating better jobs and improving ambiance and quality of people's existence. Finally it reveals that business adopting research project must develop internal structure and cultural capabilities to realize firm level sustainability.

Keywords: Scientific temper, policy tenacities, supernatural powers, business research

Introduction

As India is a developing country, where an oversized section of society remains caught trap in superstitious and conservative practices, inculcating scientific temper among the citizens is of paramount significant for progress of the state. Visible of science, it plays unique role in depleting nation development. Sometimes forecasting various strategies merging with scientific temper that inherits the essential cultural attitudes for business development. One fourth of population still trapped by their cultural norms that decreases their stability of development. Thus our former president wants our countryman to induce out their obscurantist practices, he framed an idea called scientific temper. Later this idea started spreading widely by creating awareness through various measures. In field on business research it encloses various strategies, which concentrates gradual growth in business through scientific approach. This might sounds weird among concepts revolving around, but adopting thereto connect various fields through single track.

Reality on Scientific Temper

Scientific temper also requires peculiar desire to become the most effective in chosen field, persistence to figure hard. It requires keen statement, flair for investigating, abundant patience and defined recording of results. Like excellence, scientific temper and spirit of research comes from frequent use of scientific methods, experiences expanded in small steps throughout learning, education, industrial practice for whole life. For expansion of scientific outlook an oversized number of scientific and technological accomplishments have bounced. However, despite these efforts, scientific temper didn't infuse in society to create any noticeable impact on the national psyche. As Narlikar opined, 'Today we sleep in a free India that's feeling its way towards economic prosperity. Yet we are still an extended way from attaining that scientific outlook which Nehru considered so essential for our future wellbeing' (Narlikar, 2003). If one were to choose out three or four most important causes for the country's backwardness or failure in many areas, the dearth of scientific temper would be one in all them (Bhargava and Chakraborty, 2010). Nehru's dream about the spread of scientific temper within the country has persisted essentially unrealised, in spite of serious growth in science and technology in India (Mahanti, 2013) [2].

Though our country claims progress in various domains like energy, space and telecommunication, technological excellence, it's a matter of guilt that also there's lack of scientific temper publicly generally and students in actual.

"Scientific temper is an attribute within which individuals interact with the planet in rational terms and are guided by empirical evidence in their actions. They have an inclination to own an open-mind in considering the problems." As consequence of above conceptualization, Scientific temperament predicts a kind of frame or outlook of mind which is free from

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superstition, prejudice, rigidness, traditionalism, orthodoxy, close-mindedness, irrationality, subjectivity and other narrow-minded trends.

Scientific Temper Vs Business Research

Scientific temper defines the outlook which consist of the application of logic. The first phrase of scientific temper was coined by Jawaharlal Nehru in 1946. Later he gave descriptive explanation. An organization or economic system where goods and services are exchanged in order to earn profit. To know more about their specified business later research were conducted. It could be any kind strategies used depending upon firm opt too. Various concepts of religious obligations and superstitious beliefs revolve around business. Scientific temper aims in eliminating such risks enhancing the quality recommending.

A Rare View on Business Research

When running business various research has been undergone to know nature of business. Information collected from various source such as approaching vendor, knowing basic level of customer satisfaction as they decide market structure. It seems that everything requires research to make wise, informed decision. They adopt business market research, to identify the specific areas to spend money for development and advertising.

- Research can done through case studies
- Surveys to gather data
- Interview to learn through experiences
- Focus groups to discuss the product

Research can done through case studies

One of the more common research method is gathering information through case studies. Case studies aims to develop a complete assessment about product and do so in relevant context. For example wardrobe manufacturing company might conduct a case study about its variety of wardrobe highly choose by its customer. The customer perception differs as their wants differ from one another. Data gathering might include on-sight observation, survey or interaction. This method allows for depth information collection, but lapse time period.

Surveys to Gather Data

One of the more collective research methods, a survey permits researchers to gather huge amounts of data quickly and at an absolutely low cost. Due to the extensive use of surveys, a solid methodology and abundant samples make it fairly easy to put together a sound survey that creases relevant data. Cons of surveys take in people the target market not reacting, partially accomplished surveys and surface data about the target market.

Interviews to Learn about Experiences

Interviews often employ the same questions as those found on surveys, but they pay for people at occasion to respond at length. This approach normally yields deep information about one person's experience with a product, service or company. The opportunity to ask follow-up questions to hold a person's response is one of the key advantages to this research method. Interviews tend in the direction of time-intensive, and inconsiderate interviewers can bias interviewee answers.

Focus Groups to Discuss the Product

If business limits within limited boundary, they focus on discussing product within users to know feedback and improvement in product or service, while taking advantage of the depth that interview affords. They provide accurate analyse than other methods which is often flexible for innovations to know their source. Focus groups typically consists of small group of people with targeted market profile

Conclusion

Today Indian science is in developing frontier where it entered quality collaboration with more than 44 leading countries with high per-capita income. In nano technology we still ranks in top 3 innovators in the world. We are making huge significance in space science. While the government taking more steps towards innovation, start-ups and stand ups. Thus it shows huge improvement in business research by motivating young entrepreneurs to start start-ups, exporting and importing business by providing various norms, government initiatives

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