USER MANUAL

VERSION 1.0



Mrinal's Research Methodology Studio

FOR COMMERCE, MANAGEMENT AND ECONOMICS

User Manual

From choosing a topic to the viva: MBA, MCom, BCom and BBA projects, MA dissertations, PhD synopses and theses, and research papers

Version 1.0

Made on behalf of AANK_A Creative Line

Planning and content: Dr Mrinal Jyoti Goswami

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This manual explains how to use Mrinal's Research Methodology Studio for Commerce, Management and Economics, Version 1.0: opening and installing the studio, keys, projects and university formats, the research proposal, writing chapters, sources and notes, the literature search, theory and learning, fieldwork, data, analysis and the testing of hypotheses, the business and economics calculators, the tools, checks and supervisor review, submitting, preparing for the viva, and keeping your work safe.

The pictures are taken from the two sample projects that come with the studio, an MBA project and a PhD synopsis in Economics. Their people, places, institutions, journals and data are fictional.

The studio guides you; it never writes your research for you.

Mrinal's Research Methodology Studio
Version 1.0 · User Manual
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Boxes used in this manual

Quick start
The task in brief.

Remember
A rule or a tip.

Take care
Something that could cost you your work or your key.

Chapter 1

What the studio does

Mrinal's Research Methodology Studio for Commerce, Management and Economics is a workbook for research, from the first idea to the viva. It is made for students of MBA, MCom, BCom and BBA who write a project report, for MA Economics students, for PhD scholars, and for the teachers who guide them. It works in a browser on a phone or a computer, and also without the internet once it is installed.

> **Remember**
>
> The studio does not write for you. It shows what each part must contain, keeps the parts consistent with one another, checks what is missing, and does the calculations and tests with your own data. The research, the reading, the analysis and every sentence are yours.

What you find inside

- **Proposal and synopsis** in eleven guided steps: basic details, topic and title, problem, review of literature and gap, theory, questions and hypotheses, objectives, methodology, consistency matrix, scope and ethics, chapter plan.
- **Theory library** of 124 theories and models, from classical management and political economy to theories of 2020–2026, each with its era, original works and how to use it in a study.
- **Data and hypotheses**: open Excel, CSV or SPSS (.sav) files, prepare the data, run 22 statistical analyses with SPSS-style tables, and test the hypotheses of your proposal.
- **Business and economics calculators**: ratio analysis with DuPont, NPV, IRR and payback, growth rates (CAGR and compound growth from a trend), index numbers, elasticity, and inequality with the Gini coefficient and the Lorenz curve.
- **Writing**: chapters on A4-like pages in the formats of KKHSOU and other universities of Assam, citations in APA 7, Harvard, Chicago 18 and MLA 9, and Word and PDF files.
- **Sources**: a bibliography with Indian source types (Acts, RBI and SEBI circulars, data sets, standards), reading notes, search links for Shodhganga, Google Scholar, SSRN, RePEc and others, and official data sources for Assam, the Northeast, India and the world.
- **Fieldwork**: questionnaires, interview guides, observation sheets, financial or secondary data sheets and consent forms filled in from your project; field notes, coding and interview transcripts.
- **Learning**: a glossary of 294 terms, 28 research methods, research directions, flashcards, quizzes, practice sets, viva questions and an integrity page.

Quick start

1. Open the studio link in Chrome, Edge or Safari, on a phone or a computer.
2. Look round the sample project: every screen can be seen without a key.
3. Buy a key; it is activated as soon as the payment succeeds.
4. Start your own project with Projects → New project.

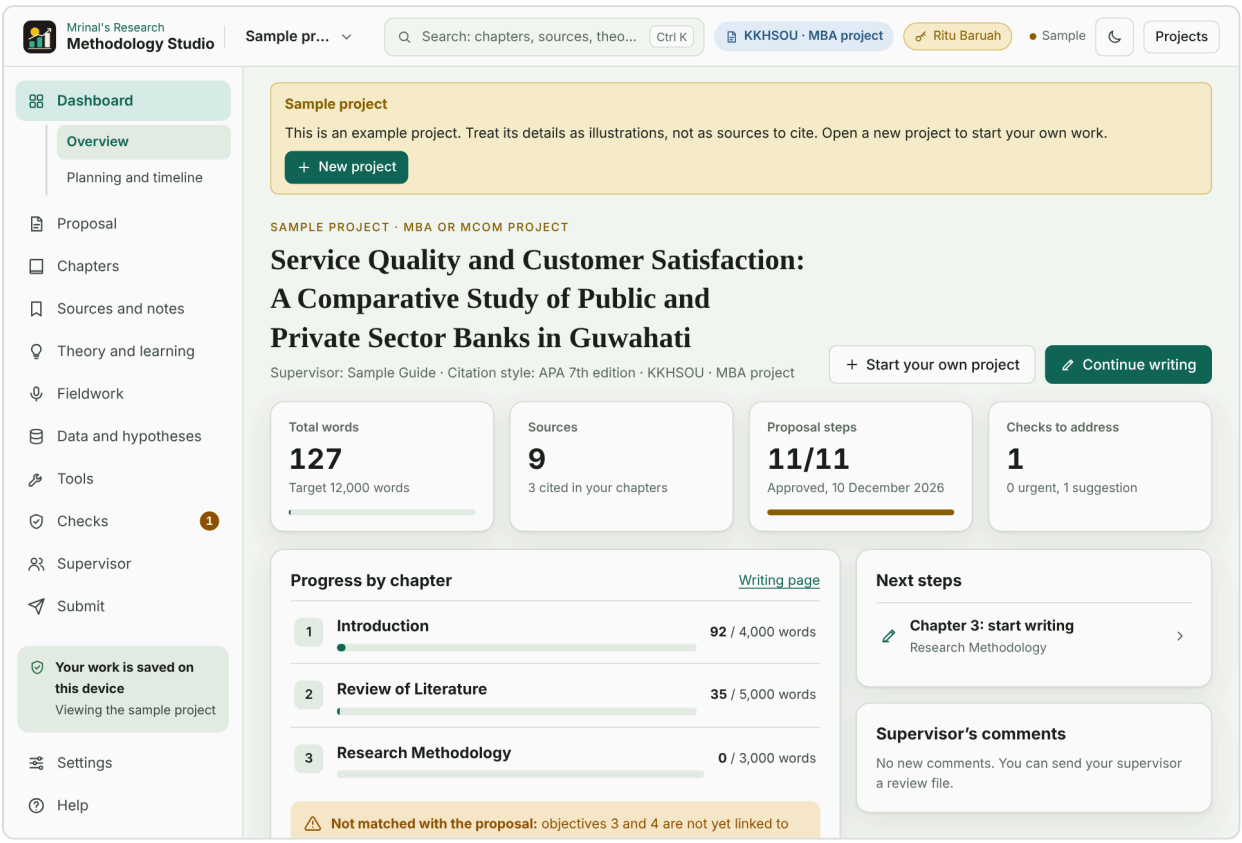


Figure 1.1: The dashboard of the sample MBA project

Chapter 2

Opening the studio, the preview and your key

Opening and installing

Open **https://research.aank.org/commerce/** in Chrome, Edge or Safari. On an Android phone, tap the ⋮ menu and choose **Install app** or **Add to Home screen**; on an iPhone, tap **Share** and then **Add to Home Screen**. On a computer, click the install icon at the right end of the address bar. The studio then opens in its own window, like an app, and works without the internet.

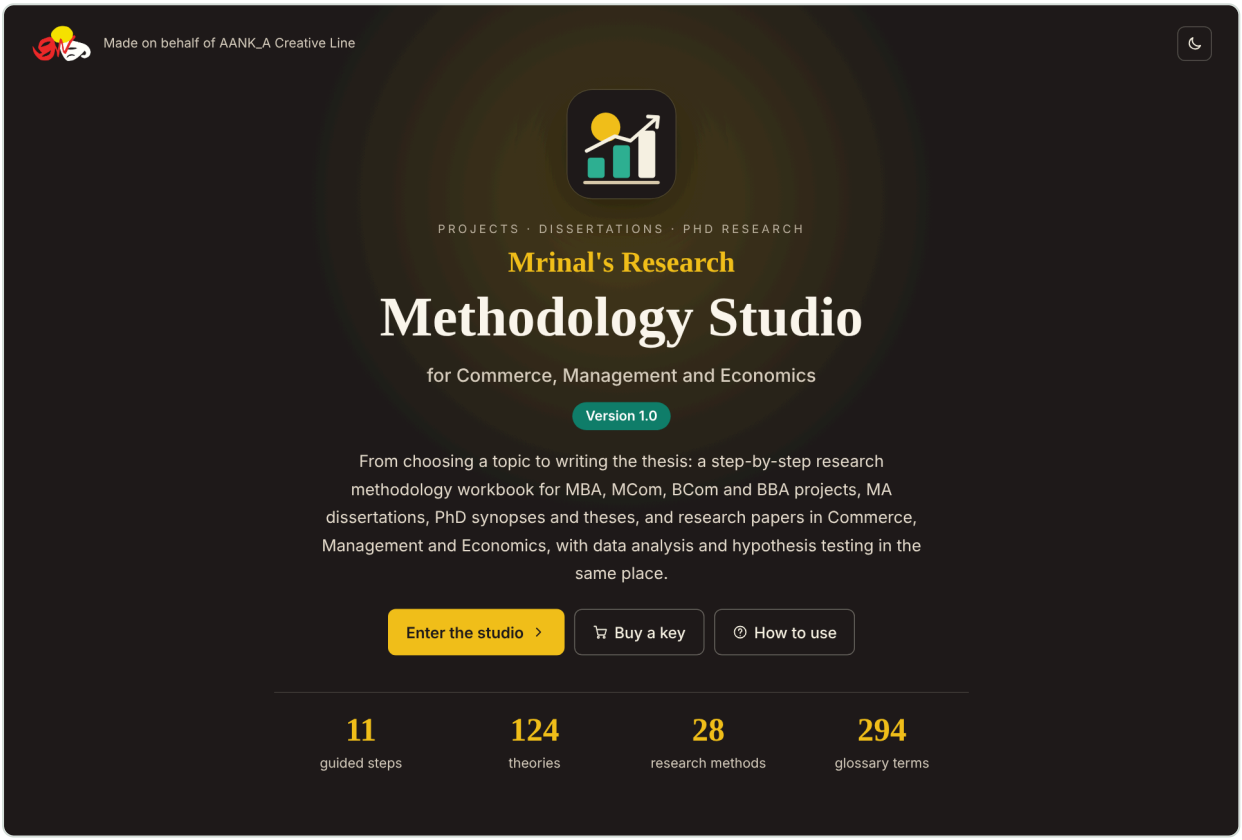


Figure 2.1: The opening page

The free preview

Without a key the studio opens as a preview. You can look at every screen of the two sample projects (an MBA project on service quality in banks in Guwahati, and a PhD synopsis in Economics on financial inclusion in rural Assam), change the university format and the citation style, and see the results. You cannot type, save or export in the preview. Three demonstrations work on built-in material: citation styles, university formats and reading a sample scan.

Plans and prices

Student key	Price

3 months, one device	₹149
6 months, one device (fits a semester project)	₹279
1 year, one device	₹499
Each extra device (up to 3 devices in all)	₹49

The 6-month key fits a one-semester project, such as the KKHSOU MBA or MCom 4th semester project.

Buying a key

1. Tap **Buy a key** and choose a plan and the number of devices.
2. Type your name (it appears on the key), your WhatsApp number and email.
3. Pay online by UPI, debit or credit card, or net banking. The secure window of the payment partner, Cashfree, opens inside the studio.
4. When the payment succeeds, the key is made and activated on this device at once. Copy the key and keep it in a safe place.

If online payment is not available, the studio shows a UPI address: pay, then send your name, WhatsApp number and the UTR number. The key then comes by WhatsApp or email, usually within 24 hours. Paste it under **Projects → Licence key** and tap **Activate**.

> **Take care**
>
> The key is yours alone. If you give it to others, the devices on it are used up. Keep a copy of the key in a safe place.

Activating, devices and renewal

- Each device is activated once, with the internet. After that the key works offline until its expiry date; there is no automatic sign-out. When you are online, the studio quietly checks the key now and then to bring in a renewal.
- To move to a new phone or computer, open **Projects → Licence key → My devices**, remove the old device and activate the key on the new one. You can remove devices up to 2 times in 30 days.
- Before the key runs out, tap **Renew** and pay. The same key is extended; you do not need a new one, and you can add devices when you renew.
- If the key runs out, nothing is deleted: you can still open your work and export Word files and backups. Renew to edit again.

Kinds of key

The kind of key is shown after the name on the key.

Kind	What it is

Student	The ordinary key, in the student’s own name.
Supervisor	For a research supervisor or teacher, for one year on two devices.
Institution	Keys bought together by a college, a university or a department, for one year.
Review	A short key for a reviewer, valid for seven days.

For supervisor and institution keys, write to mrinal.goswami2026@gmail.com.

If the key does not work

Message	What to do
This key is not valid.	Copy the whole key again, from GS2. to the last character, and paste it again.
This key was issued for a different studio.	Keys for the Assamese, English or Bengali studio do not work here, and keys for this studio do not work there.
Could not connect to the internet.	Activation needs the internet once. Connect and tap Activate again.
The key could not be saved in this browser.	You are probably in a private or incognito window. Open the studio in a normal window.
The date on this device seems to be wrong.	Correct the date and time on the device and open the studio again.

Chapter 3

The parts of the screen

On a computer, the list of sections is on the left and the work area on the right. Each section opens its pages below its name.

Section	What it holds
Dashboard	Overview of the project, and Planning and timeline
Proposal	The eleven steps with guidance, and the proposal document
Chapters	The writing page and the writing guide
Sources and notes	Bibliography and citations, reading notes, literature search and choosing a journal
Theory and learning	Glossary, theory library, research directions, methods, objects of study, flashcards, quizzes, practice, viva and integrity
Fieldwork	Field notes and codes, data collection tools and interview transcripts
Data and hypotheses	Data and variables, Analyse, Test the hypotheses, and Output and export
Tools	Helpers, charts and models; text analysis; text from a scan
Checks	Automatic checks, the logic map and checklists
Supervisor	Review files and your supervisor’s comments
Submit	The Word and PDF files of the whole work

The top bar

- **Project name**: tap it to switch to another project.
- **Search (Ctrl K)**: finds chapters, sources, theories, glossary terms and tools. Use the arrow keys and Enter, or tap a result.
- **Format chip**: the university format of the project; tap it to open Settings.
- **Save status**: Saved, Saving, Not saved, or Sample when a sample project is open.
- **Lock button**: appears when the project is locked with a password; it closes the project at once (chapter 23).
- **Moon or sun**: the dark or the light theme.
- **Projects**: licence key, your projects, the sample projects, backups, Help, feedback and the start page.

On a phone

On a phone, the main sections are buttons at the bottom of the screen; **More** opens the full list. Tables scroll sideways; turn the phone sideways for wide tables of results.

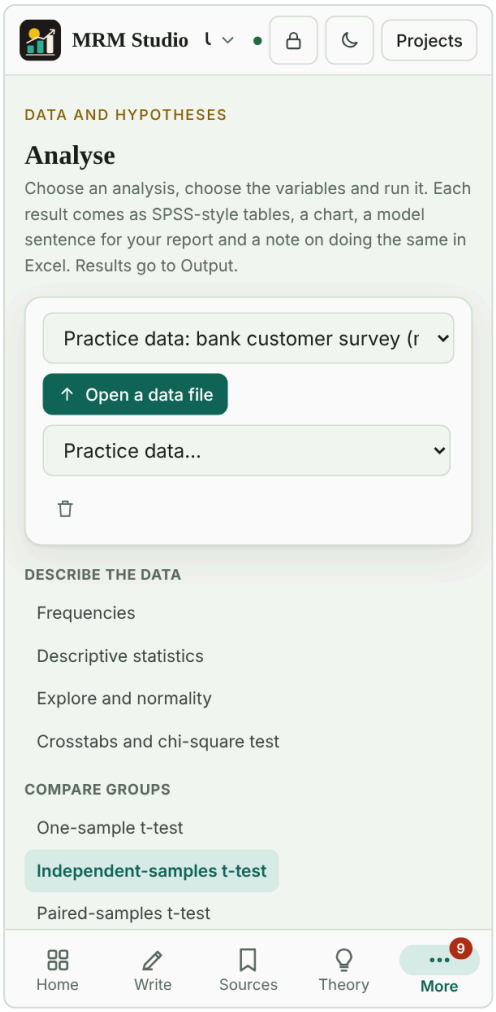


Figure 3.1: The studio on a phone

Chapter 4

The dashboard and planning

Dashboard → Overview shows the title, the type of work, the format and the style; the total words against the target; the number of sources and how many are cited; how many proposal steps are complete; the checks to address; progress chapter by chapter; the next steps; and your supervisor's latest comments. When the last backup is more than 7 days old, the dashboard reminds you.

Planning and timeline

Dashboard → Planning and timeline: type the date the work began and tap **Make a model timeline**. For a project, the model follows the KKHSOU guidelines: topic and guide, the synopsis with the signed proforma, approval, questionnaire and pilot, data collection, analysis, findings and the abstract, the final report and its submission (MCom 4th semester: at least 120 days of work, within 4 months of the last 3rd-semester examination), and the viva. For a PhD, it follows the UGC Regulations, 2022, with a six-monthly progress report every six months. Change any date, tick tasks when they are done, and download a **Calendar file (.ics)** for reminders on your phone or computer.

The other tabs make a six-monthly progress report as a Word file (the project's figures go in by themselves), keep a list of your publications, and outline the pre-submission seminar and how to turn a chapter into a paper.

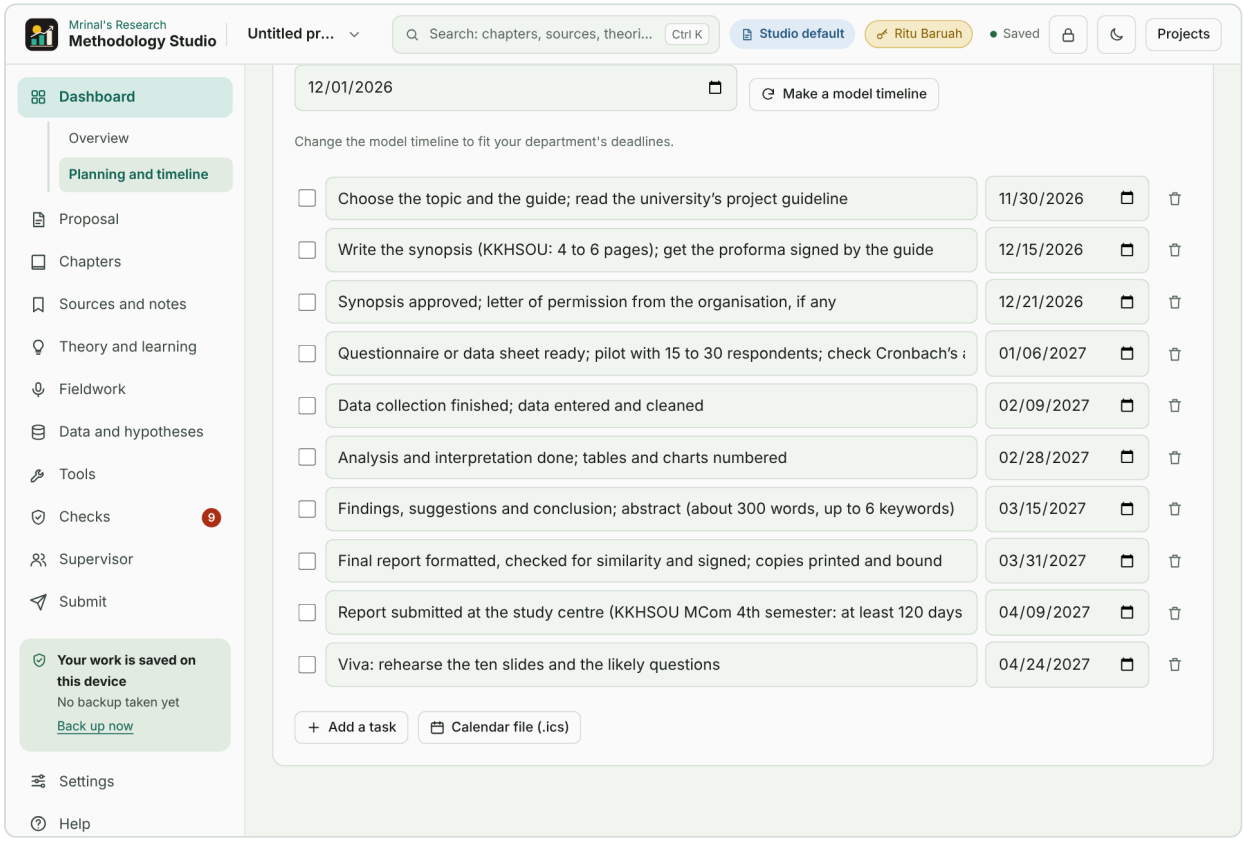


Figure 4.1: The model timeline of a project

Remember

Your university’s own calendar and rules come first. Change the model timeline to match them and your study centre’s dates.

Chapter 5

Projects, university formats and settings

A new project

1. Open **Projects** → **New project**.
2. Choose the discipline: **Commerce and Management** (marketing, HR, finance, accounting, banking, entrepreneurship and other management areas) or **Economics**. Lists, examples and theories then follow that discipline.
3. Choose the type of work: BCom or BBA project, MBA or MCom project, MA dissertation, PhD synopsis, PhD thesis or research paper.
4. In the basic details, type your name, the guide, the department, the institution and the session.

Each project is saved separately in **My projects**: rename, copy or delete a project there. Opening one does not delete the others.

University format

In **Settings** (or the format chip in the top bar), choose the format of your university. The studio follows its page size, fonts, spacing, margins, chapter numbers, page numbers and preliminary pages in the Word and PDF files, and on the A4 pages of the writing page.

Format	Main rules
KKHSOU MBA 4th semester project (current guideline)	Times New Roman 12, 1.5 spacing, left margin 1.5 inch, Roman chapter numbers, abstract of about 300 words with up to 6 keywords, 30 to 70 pages
KKHSOU MBA project (older rules, 2015)	Arial 11, double spacing
KKHSOU MBA 3rd semester organisational study	Report of one month in an organisation
KKHSOU MCom 4th semester project	Same layout as the MBA project; at least 120 days of work; viva
KKHSOU MCom 2nd semester project	40 to 60 pages; industry or community study
KKHSOU BCom project	Synopsis of 2 to 3 pages
PhD and other formats	PhD: KKHSOU, Gauhati, Dibrugarh, Tezpur, Assam University (Silchar), Bhattadev and Rabindranath Tagore University (Hojai); Dibrugarh University undergraduate dissertation
Set your own	Every setting can be changed and is saved with the project

> **Check with your study centre**
>
> The formats follow the guidelines published by the universities (checked in November 2026). If your department gives a different rule, choose Set your own and change that setting.

Citation style

Both disciplines start on **APA 7th edition**, the most common style in commerce and management; Harvard and Chicago author–date are also used in economics. You can change to Harvard (Cite Them Right), Chicago 18 (notes and bibliography, or author–date) or MLA 9 at any time in Settings, in the bibliography or on the writing page; every citation and the reference list change with it.

Other settings

- **Research proposal**: mark the proposal as approved; its steps then become read-only. **Unlock to change** opens them again, and **Make the current proposal the new approved version** records a revised approval.
- **Project**: the discipline and the type of work.
- **Appearance**: same as the device, light or dark.
- **Lock and security** and **Saving and backup**: see chapter 23.

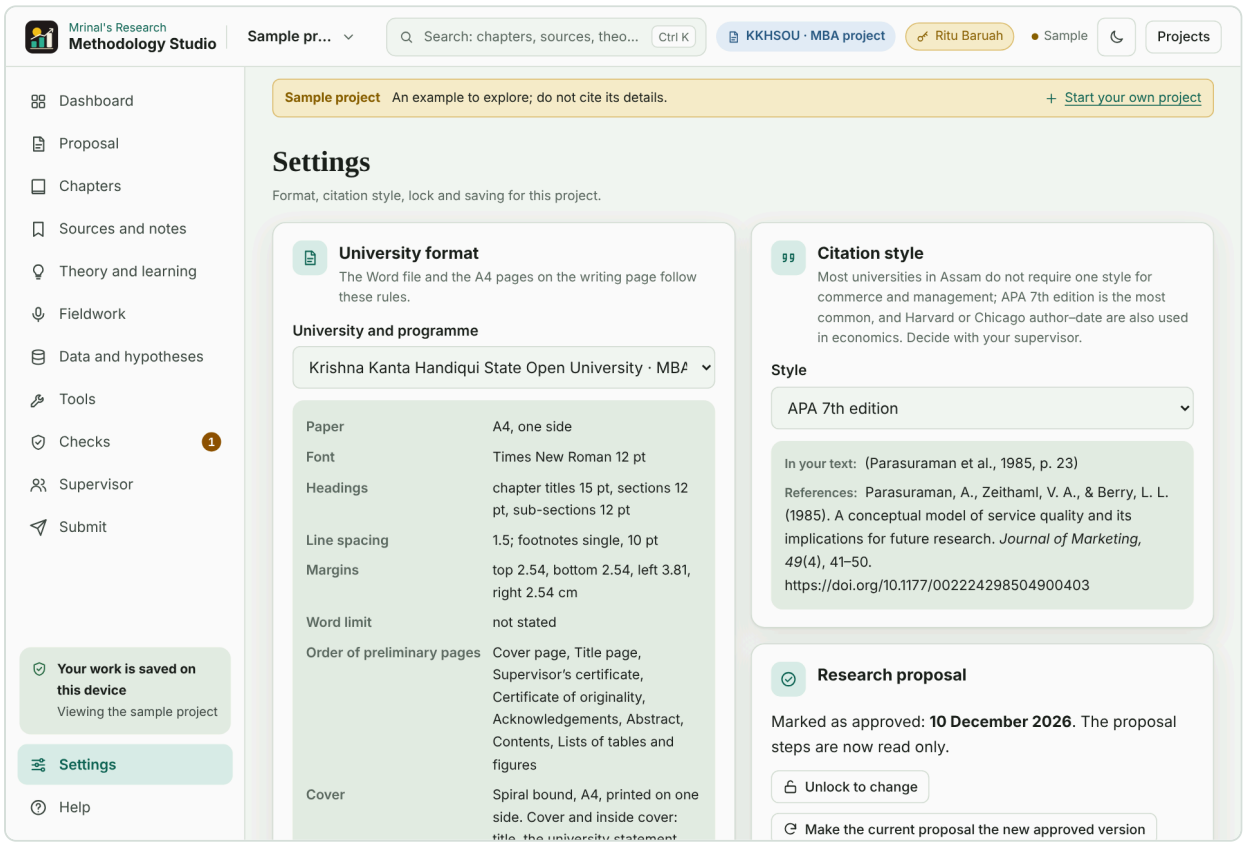


Figure 5.1: Settings: format, citation style and the approved proposal

Chapter 6

The research proposal

Open **Proposal** → **Steps and guidance** and work through the eleven steps. Each step explains what is needed, gives examples from Commerce and Economics, and has fields to fill in. A tick appears when a step is complete.

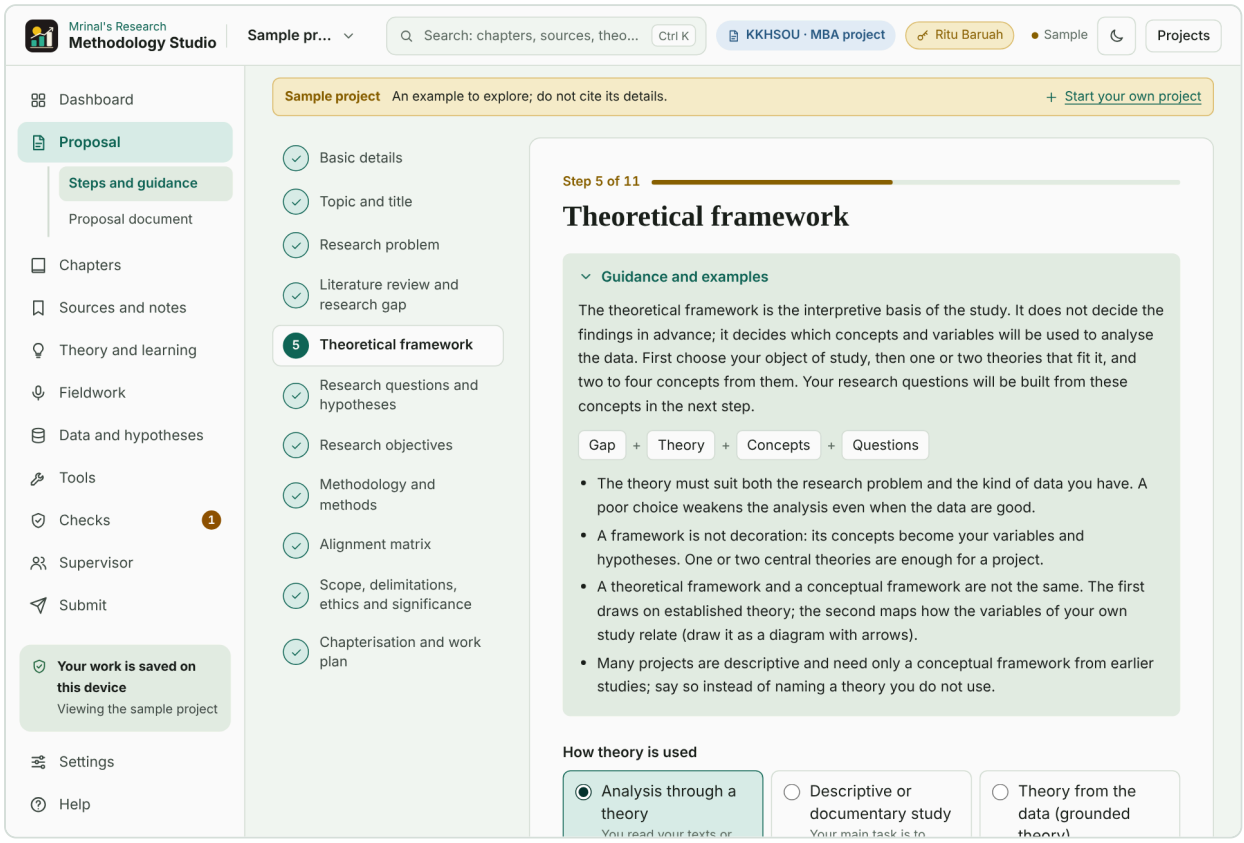


Figure 6.1: A step of the proposal, with guidance and examples

Some steps in more detail

- **Topic and title**: choose the object of study (for example banks, MSMEs, consumers, employees, households or the state economy). The title builder joins what you study, which aspect, the place and the period, for example “Service Quality and Customer Satisfaction: A Comparative Study of Public and Private Sector Banks in Guwahati”.
- **Research problem**: the background, the statement of the problem, and a check of seven features of a good problem (clarity, focus, researchability, feasibility, significance, originality and ethics).
- **Literature review and research gap**: each study with its objective, sample, method, theory, findings and limitations; how the review is organised (by variable or theme, by period, by method or by theory); the kind of gap and the gap in one sentence.
- **Theoretical framework**: one or two theories from the library; their concepts become your variables.
- **Questions and hypotheses**: the question grid builds questions from your object of study and the concepts of your theory; each hypothesis is written as H_0 and H_1 with the test you plan to use.

- **Objectives**: one for each question, beginning with “To” and a verb that can be checked; the verb chips say what each verb commits you to.
- **Methodology**: nature, design, approach, methods, data sources, population, sample size and sampling, the tool of data collection and the tools of analysis.
- **Consistency matrix**: one row for each objective, with its question, hypothesis, variables, data source, test and chapter. The checks warn when a row is incomplete.

The design advisor

Not sure which design to use? In **Tools → Helpers → Design advisor**, answer three questions: what lies at the centre of your question, where your data come from, and whether anything is sensitive. The advisor suggests the nature of research, design, approach, theories, methods, sampling, analysis and ethics, with the reasons, and can put them into your proposal. When your study applies or tests one theory or model (for example TAM, SERVQUAL or agency theory), choose that option and the theory: you get a plan in six phases, from setting and data to interpreting the results.

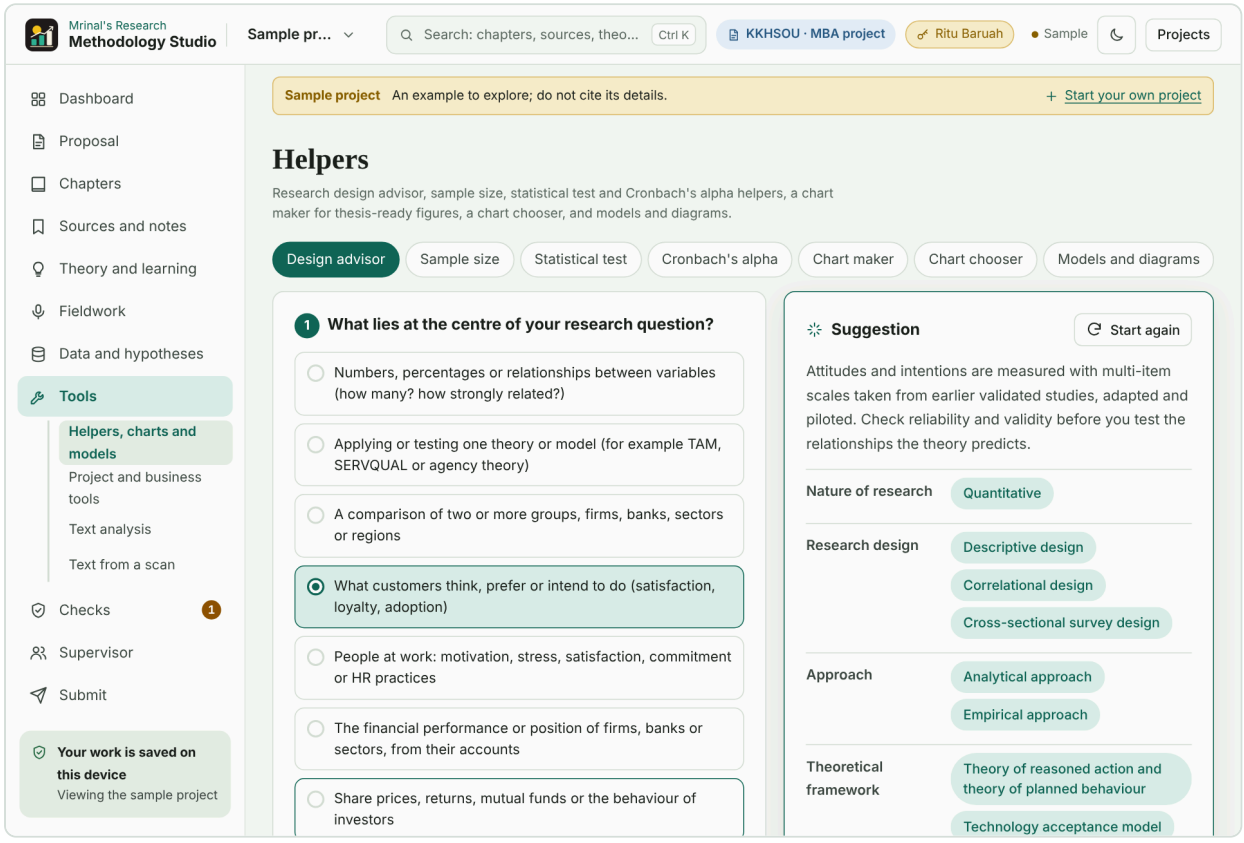


Figure 6.2: The design advisor for a study of customers

The proposal document

Proposal → Proposal document puts the steps together as a synopsis. **Copy** it, take it as a **Word (.docx)** file, or **Print or PDF**. The consistency matrix and the work plan can be included.

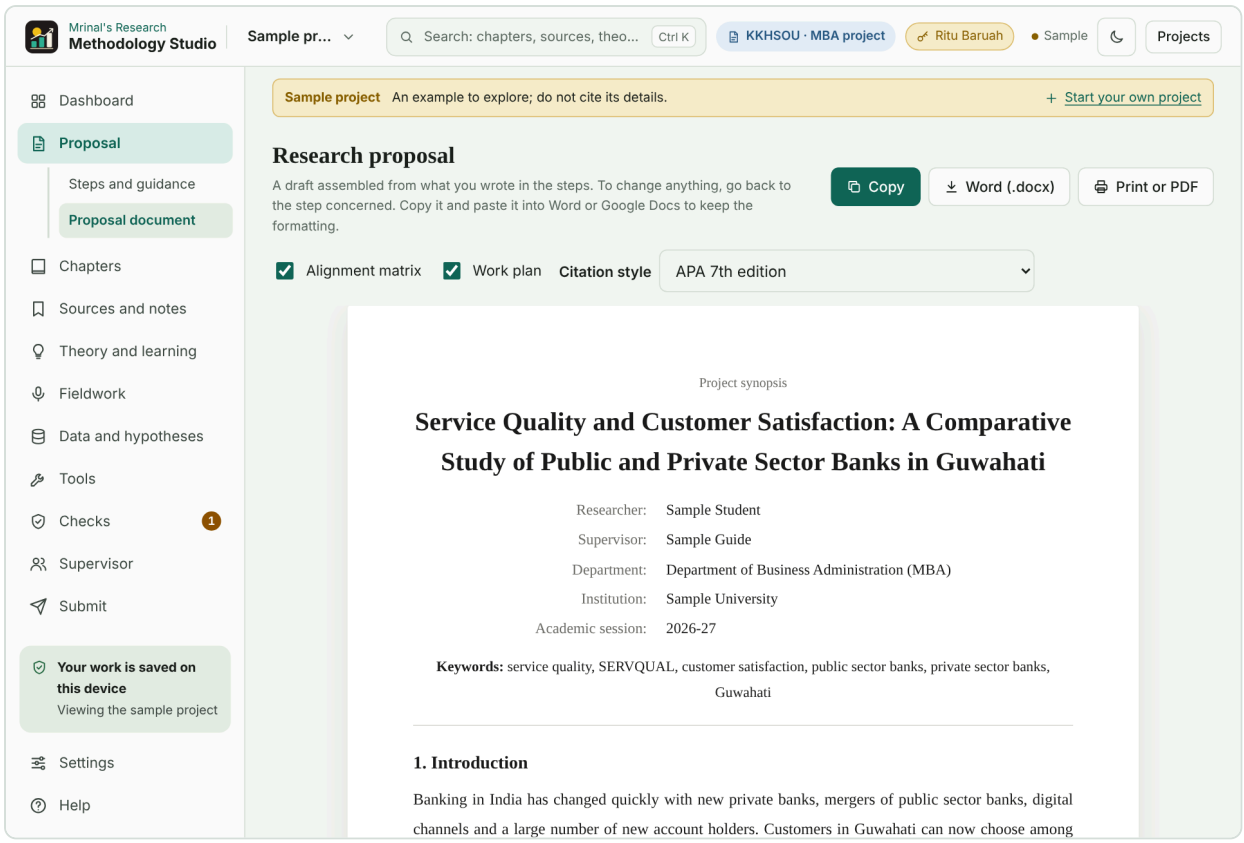


Figure 6.3: The synopsis of the sample project

Chapter 7

Writing chapters

Chapters → Writing page holds the whole report or thesis on A4-like pages in your university format: margins, fonts, spacing and chapter headings as they will appear in the Word file.

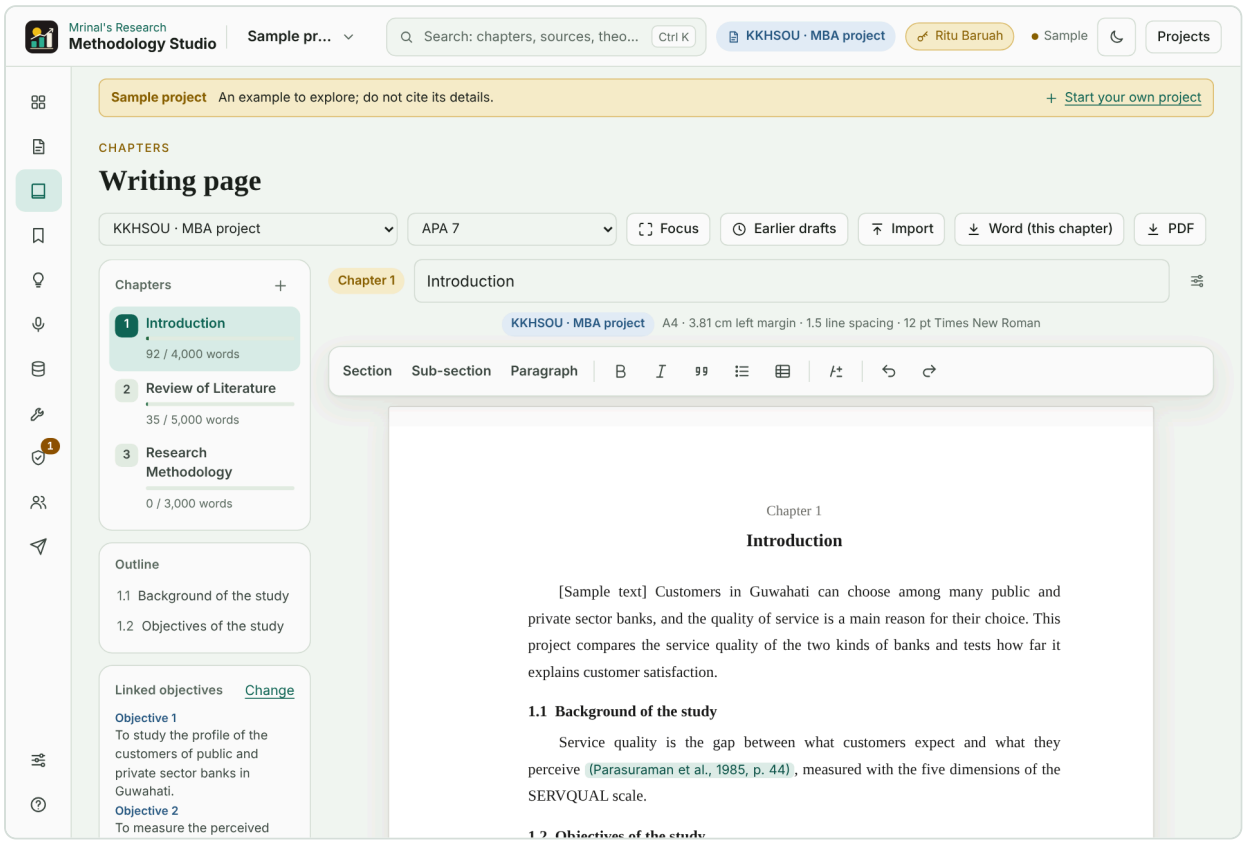


Figure 7.1: The writing page in the KKHSOU MBA format

Setting up the chapters

- The plus sign above the chapter list adds a chapter.
- If your proposal has a chapter plan, tap **From the chapterisation in your proposal** the first time: the chapters are made with those titles. If the proposal is not marked as approved, the studio asks first.
- **Chapter settings** (the button beside the chapter title) holds the title, the word target, the chapter summary and the objectives the chapter answers. The summaries can later be put together for the abstract.

Writing

- **Section**, **Sub-section** and **Paragraph** set the level of a heading. Numbers such as 4.1 and 4.1.1 are added by themselves when numbering is on.
- The toolbar also has bold, italic, block quotation, list, table, footnote, undo and redo. Tables of results can be pasted from Output or from Excel.
- Your browser underlines spelling mistakes as you type.

> **Remember**
>
> Work on the writing page is saved as you type. When the top bar says Saved, your work is safe on this device.

Citations and footnotes

1. Put the cursor where the citation goes and tap **Add a citation**.
2. Search for the source, give the page, and tick **Author's name inside the sentence** if the author is named in your sentence. The window shows how the citation will read.
3. Tap **Insert**. The citation sits in the text as a marker and changes by itself when you change the style. Click it to change or remove it.

If the source is not in your bibliography yet, add it from the same window. The footnote button adds a footnote. In Chicago notes and bibliography style, citations become footnotes.

Help while writing

- **Focus**: shows the page alone.
- **Earlier drafts**: the chapter as it was on an earlier day; look at it or bring it back.
- **Import**: brings in an earlier Word or PDF file (chapter 8).
- **Word (this chapter)** and **PDF**: the open chapter as a file.
- **Checks**: problems in this chapter: a citation whose source is missing, an empty footnote, a long quotation, a repeated heading, a chapter not linked to an objective, words over the target, or a title changed from the proposal.
- **Notes**: your reading notes, ready to insert with their citation.
- **Comments**: your supervisor's comments on this chapter.

The writing guide

Chapters → Writing guide follows either the report structure of projects (introduction, profile of the organisation or study area, review of literature, methodology, data analysis and interpretation, findings and suggestions, conclusion) or the thesis structure (with theoretical framework and hypotheses, results and discussion). For each section it lists what must be included, a paragraph plan, sentence starters with [ ] blanks and the common mistakes, with a draft box and a word target.

The abstract checker

Under the abstract, the checker looks at the length (KKHSOU: about 300 words on one page), the keywords (3 to 6), and whether the abstract states the aim, the design and tools, the sample, the findings with figures and a suggestion, without citations. For a project in an organisation, write an executive summary with the same points, the suggestions first.

Chapter 8

Bringing in Word and PDF files

If you have already written part of your work in Word, tap **Import** on the writing page and choose **Bring in from a file**.

- **Word (.docx)**: Heading 1 starts a new chapter; Heading 2 and Heading 3 become sections. Italics, bold, tables and footnotes come along.
- **PDF with text**: the whole file comes in as one chapter. Text from a PDF may have wrong line breaks; check it after it comes in. A PDF made of pictures has no text: use Text from a scan (chapter 18).
- Choose **Add as a new chapter** or **Add at the end of the current chapter**.
- Typed citations such as (Parasuraman et al., 1988, p. 23) that match your bibliography can be turned into citation markers; you confirm each one. The others stay as typed.

> **Remember**
>
> Old .doc files cannot be opened. Open the file in Word, use Save As and save it as .docx.

Chapter 9

Sources, bibliography and reading notes

Adding a source

1. Open **Sources and notes → Bibliography and citations**.
2. Give a DOI or ISBN and tap **Fetch details**: the details come from Crossref or Open Library. Check them before you add the source.
3. Or choose the type of source and fill in the fields. Write each name as Surname, Given name and separate several names with a semicolon. Put an organisation whose name contains a comma inside braces, for example {Ministry of Finance, Government of India}.
4. Check the preview and tap **Add to bibliography**.

Besides books, chapters, journal articles, theses, conference papers, reports, web pages, press releases, videos and social media posts, there are four source types for Indian commerce and economics:

Source type	In APA 7 (example)
Data set or statistical table	Reserve Bank of India. (2025). Handbook of statistics on Indian states, Table 12 [Data set]. Database on Indian Economy.
Act, rule or regulation	Government of India. (2013). The Companies Act, 2013 [Act]. Act No. 18 of 2013, India.
Circular or notification	Securities and Exchange Board of India. (2024, July 12). Framework for social stock exchange [Circular].
Accounting or other standard	Ministry of Corporate Affairs. (2015). Ind AS 115, Revenue from contracts with customers [Standard].

Annual reports, Economic Surveys, RBI and NABARD reports and budget documents are entered as **Report**, with the organisation as the author. **Import (RIS, BibTeX)** brings in a list from Zotero, Mendeley or a database; **RIS** and **BibTeX** export it.

The reference list

The list follows the chosen style. **Copy** it, take it as a **Word (.docx)** file or **Print or PDF**. The **Informants and interviews** tab keeps the people you interviewed, with the right way to cite them in each style (in APA they are personal communications and do not go in the reference list).

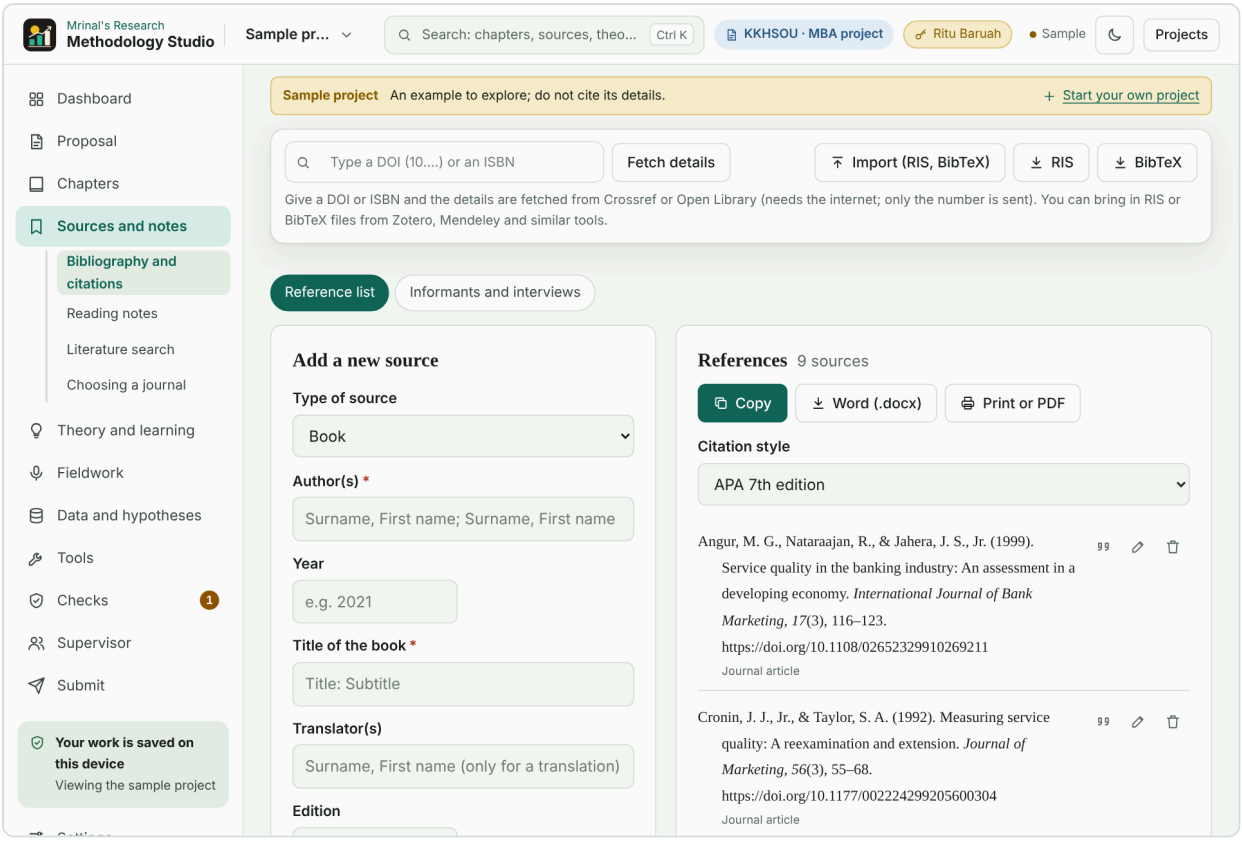


Figure 9.1: The reference list in APA 7th edition

> **Remember**
>
> The studio does not change capital letters for you: APA uses sentence case for titles of books and articles, MLA and Chicago use title case. Never invent a DOI, page range or date that the source does not show.

Reading notes

Sources and notes → **Reading notes** keeps what you take from your reading. Choose the source, the kind of note (**Quotation**, **In my own words** or **Idea**), write it, and add the page and tags. Search the notes or filter them by source and kind. **Insert in a chapter** puts a note into the open chapter with its citation; a quotation goes in quotation marks.

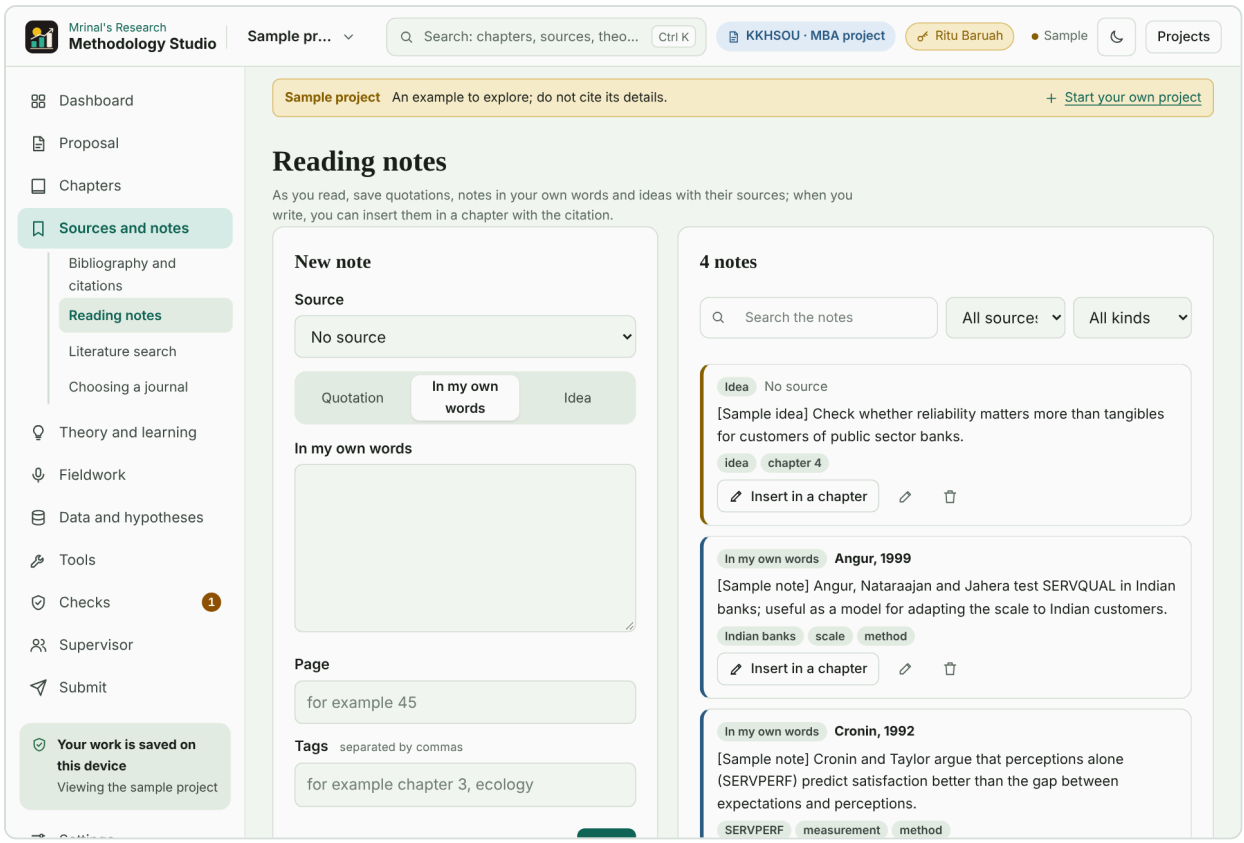


Figure 9.2: Reading notes of the sample project

Take care

Copy a quotation word for word and check it against the source. Keep notes in your own words clearly apart from quotations, so that nothing is copied into your report by mistake.

Chapter 10

Literature search, research gaps and journals

Literature search

Sources and notes → Literature search works in six stages: break down the topic into concepts; build a Boolean search string with synonyms (the keyword mind map shows broader, narrower and related terms); open it in the databases; keep a search log; add the sources you find; then follow citation chains and evaluate the sources. The search opens in Shodhganga, Shodhgangotri, Google Scholar, IDEAS/RePEc, SSRN, NBER, JSTOR, CORE, BASE, Semantic Scholar, and Google Scholar searches of Economic and Political Weekly, Vikalpa and IIMB Management Review. For DOAJ, the World Bank Open Knowledge Repository, the IMF eLibrary and Scopus, the search string is copied for you to paste.

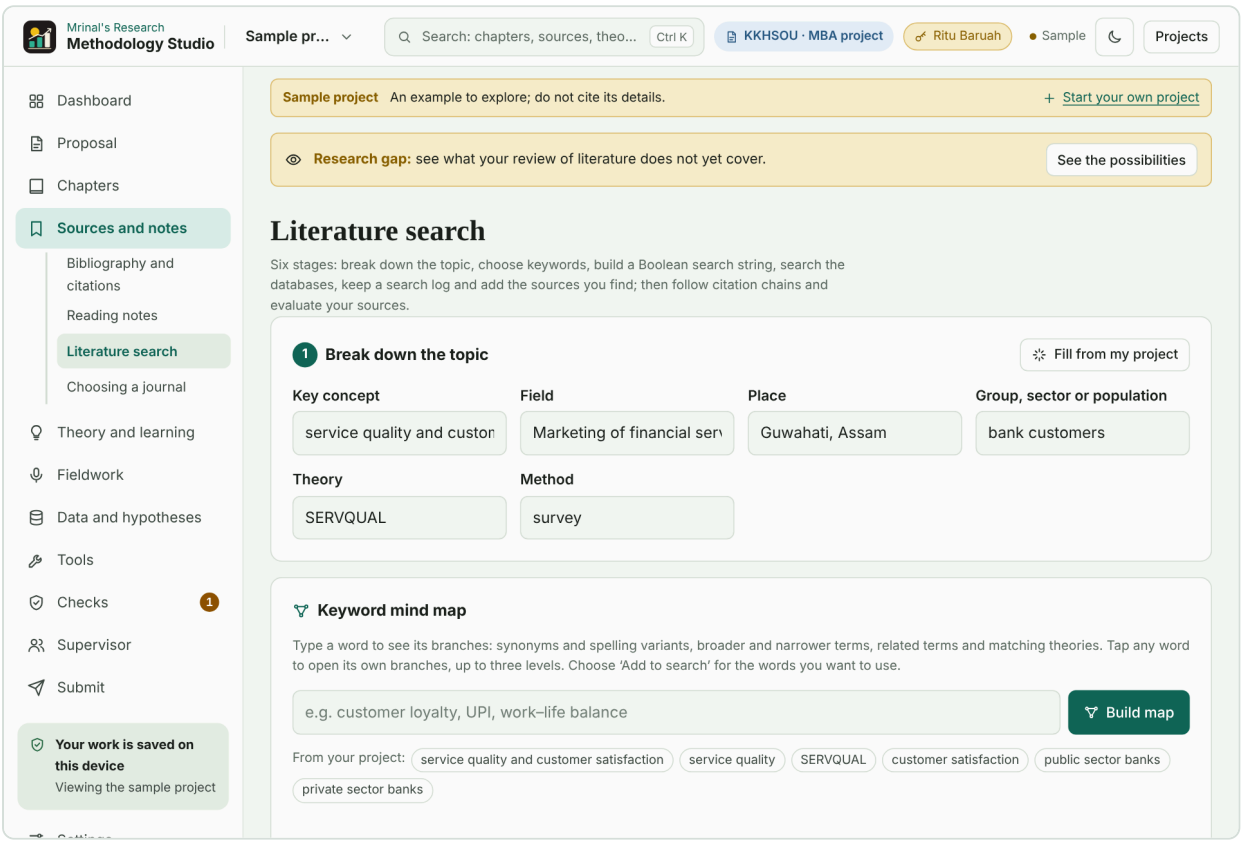


Figure 10.1: Literature search and the keyword mind map

Possible research gaps

When your review of literature (step 4) has at least three studies, a banner on this page offers **See the possibilities**. The studio compares the reviewed studies with your theory, method, place, period and keywords and lists possible gaps, for example a theory that no reviewed study uses, a region or group not yet studied, or a recent period that no study covers. Each one has a link to search Shodhganga.

> **Remember**
>
> These are possibilities, not findings. A gap exists only when a systematic search confirms it; read the studies and discuss them with your guide. Do not write that “no work has been done”: write that an aspect “has received comparatively little attention in the available literature”.

Choosing a journal

Sources and notes → Choosing a journal checks a journal against the UGC’s “Suggestive Parameters for Peer-Reviewed Journals” (16 July 2025). Add a journal with **New journal**, give its ISSN and website, and mark each parameter Yes, No or Not known. The count shows how many are met. Check the ISSN on the ISSN Portal, and watch for the signs of predatory journals listed on the same page.

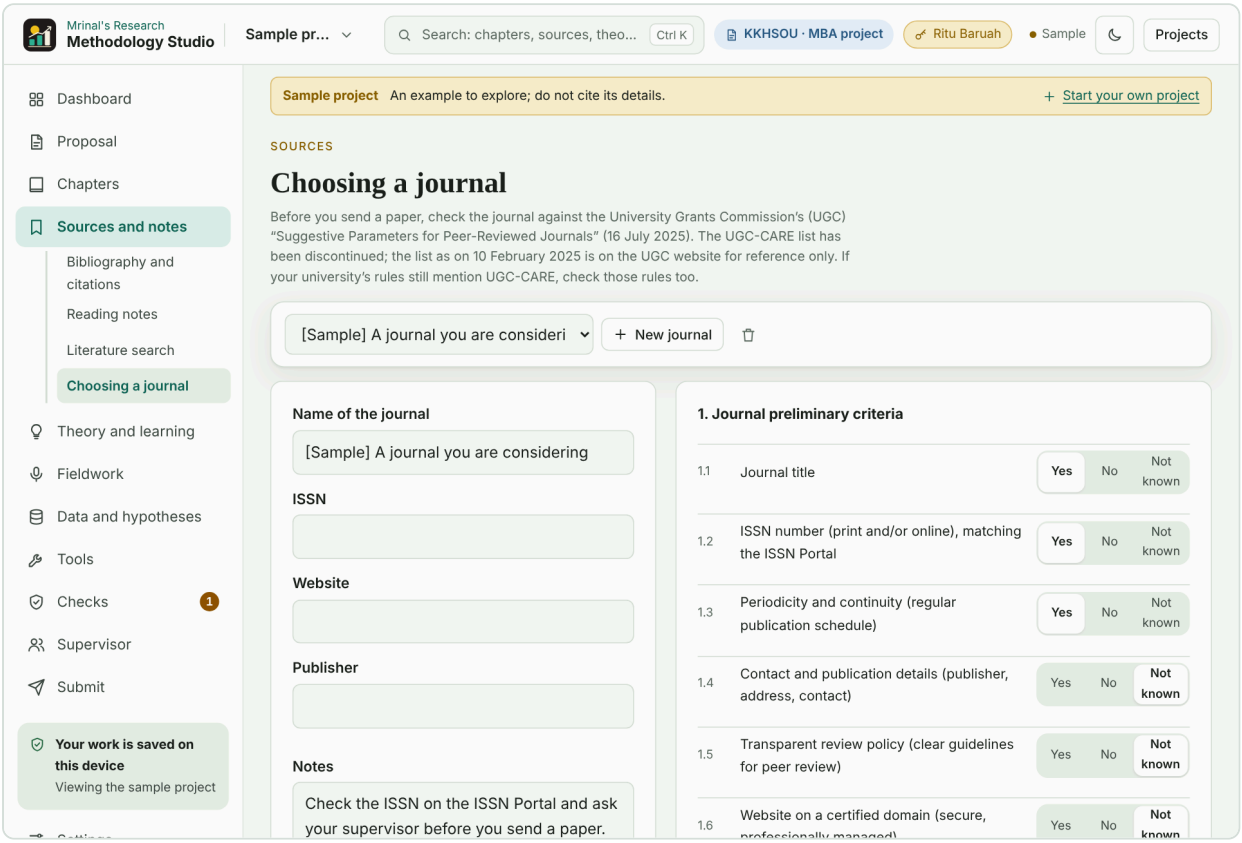


Figure 10.2: Checking a journal

Chapter 11

Theory and learning

The theory library

Theory and learning → **Theory library** holds 124 theories and models in families: classical management, motivation, leadership, people at work, organisations, strategy, innovation and entrepreneurship, operations and quality, consumer behaviour, technology adoption, marketing and services, corporate finance, investment and behavioural finance, accounting and governance, and responsibility and sustainability; and classical political economy, macroeconomics, growth and development, markets and institutions, public and welfare economics, trade and regions, behavioural economics, rural and financial development, and digital and emerging economics.

Each card shows its era (**Classical**, **Modern**, **Contemporary** or **Emerging**, with the year), the question it asks, its key concepts, the original works, model questions and objectives, the evidence it needs, possible studies from India and the Northeast, its limits and the theories that pair with it. **Choose** adds a theory to your framework; **Compare** sets up to three theories side by side; **View model** draws its diagram where there is one.

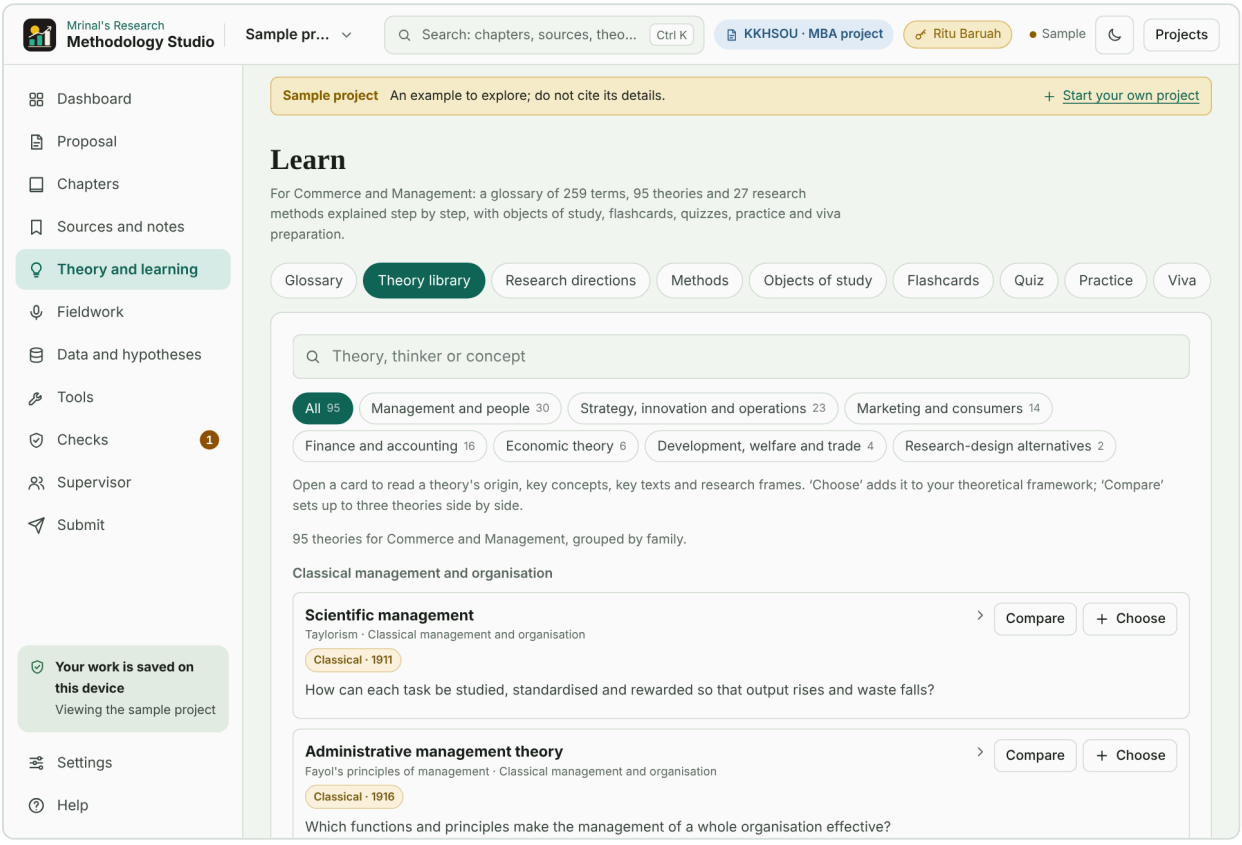


Figure 11.1: The theory library with era tags

Research directions

The tab **Research directions** helps when you have an interest but not yet a question. Choose an object of study (for example banks, NBFCs and microfinance), type keywords of interest and choose an area (or

tap **Use my project's object of study and keywords**), then **Find directions**. You get matching theories with question frames, possible ways of collecting and analysing data, theories to read alongside, and a possible study from India and the Northeast.

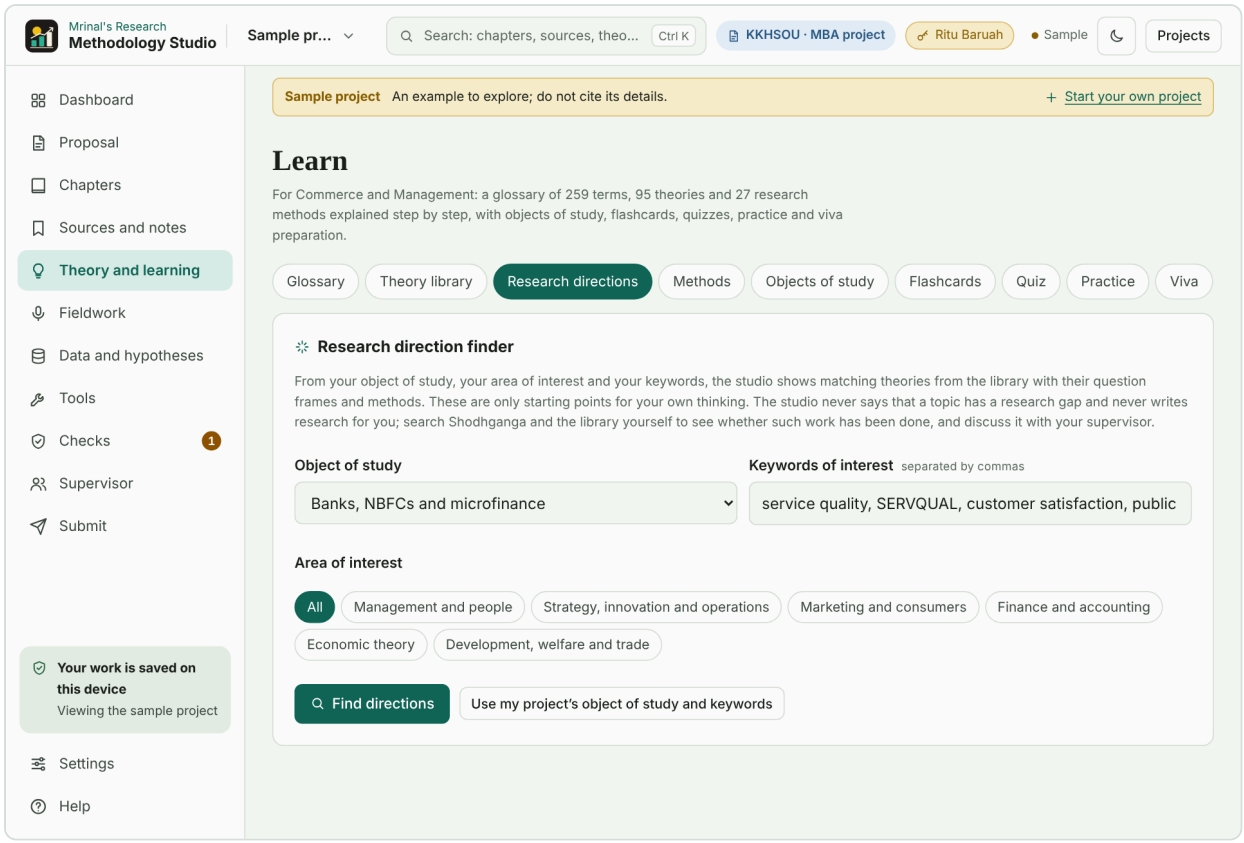


Figure 11.2: The research direction finder

> **Remember**
>
> The finder suggests directions; it does not say that a study has not been done. Replace the [ ] parts of the question frames with your own text and search the literature before you decide.

The other tabs

- **Glossary**: 294 terms of research methods, statistics, commerce, management and economics, with definitions, related terms and sources.
- **Methods**: 28 methods step by step (survey, case study, financial statement analysis, DuPont, event study, panel data, time series, DEA, AHP, conjoint analysis, SERVQUAL, systematic review and others): when to use each, data, sampling, analysis, mistakes, writing it up and ethics.
- **Objects of study**: firms, sectors, consumers, employees, entrepreneurs, accounts, banks, investors, taxes, households, agriculture, labour, the macroeconomy, the state economy and others, with their elements and research angles.
- **Flashcards**, **Quiz** and **Practice**: learn the terms and test yourself; practice sets cover topics and problems, research questions, questionnaire faults, research gaps, the choice of test and when a hypothesis is needed.

- **Viva** and **Integrity**: see chapters 22 and 20.

Classic models

Tools → Helpers → Models and diagrams → Classic models draws 27 classic models: the SERVQUAL gaps model, TAM, UTAUT, the theory of planned behaviour, expectation–confirmation, S–O–R, Maslow, Herzberg, job demands–resources, Porter's five forces and value chain, Ansoff, BCG, the balanced scorecard and DuPont; and the circular flow, demand and supply, IS–LM, the Phillips, Kuznets and environmental Kuznets curves, the Lorenz curve, Solow, Lewis, Rostow, the sustainable livelihoods framework and the capability approach. Each image carries the line "Source: Adapted from …"; download it as PNG or SVG, and give it your own figure number and caption.

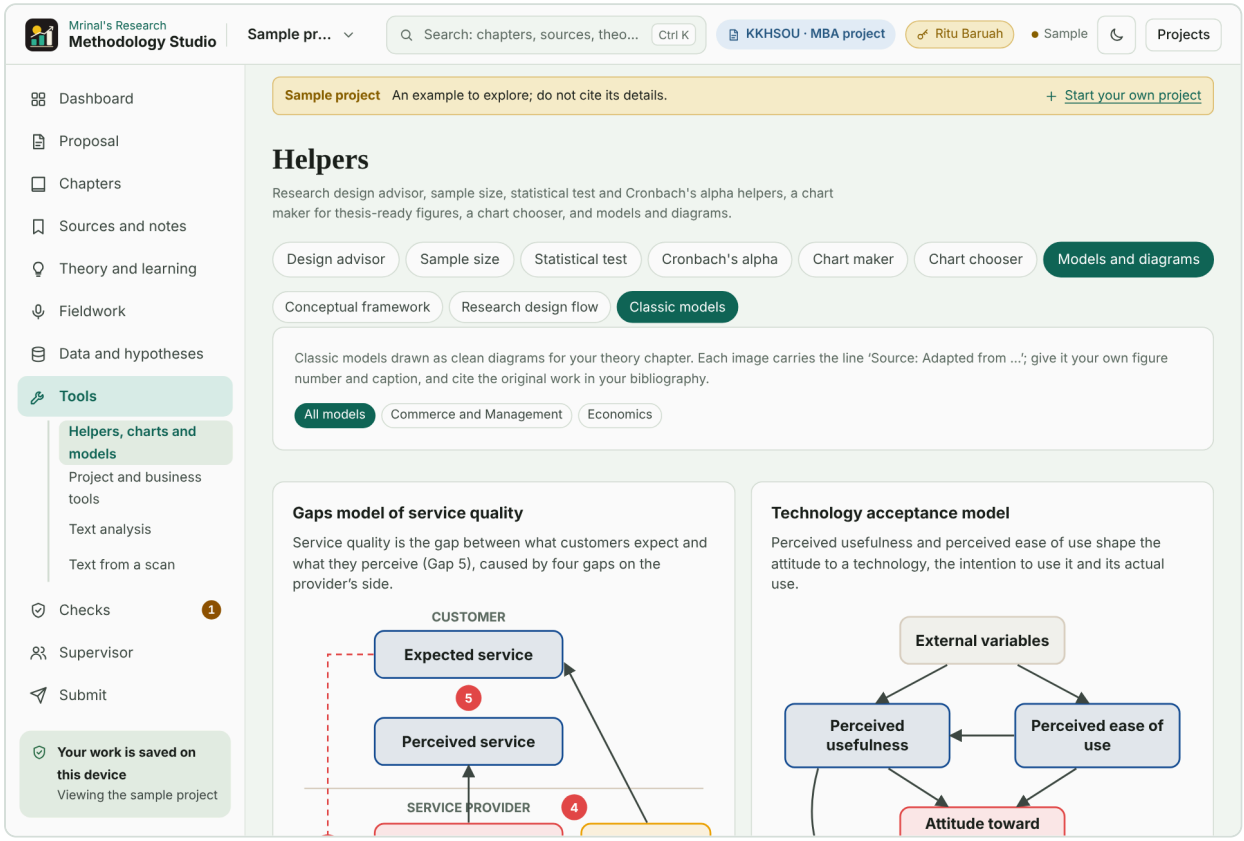


Figure 11.3: Classic models in the gallery

Chapter 12

Fieldwork

Fieldwork has three pages: **Field notes and codes**, **Data collection tools** and **Interview transcripts**.

Data collection tools

Six tools are filled in from your project and ready to print or take as Word files: a **questionnaire** (with an introduction and consent statement, sections and questions of many kinds, including Likert items), an **interview guide**, an **observation sheet**, a **financial data sheet** (Commerce and Management: the items to copy from annual reports year by year) or a **secondary data sheet** (Economics), a **field-note format** and an **informed consent form**. **Fill from project** writes the title and your details; the sample questions show a SERVQUAL-type questionnaire for bank customers.

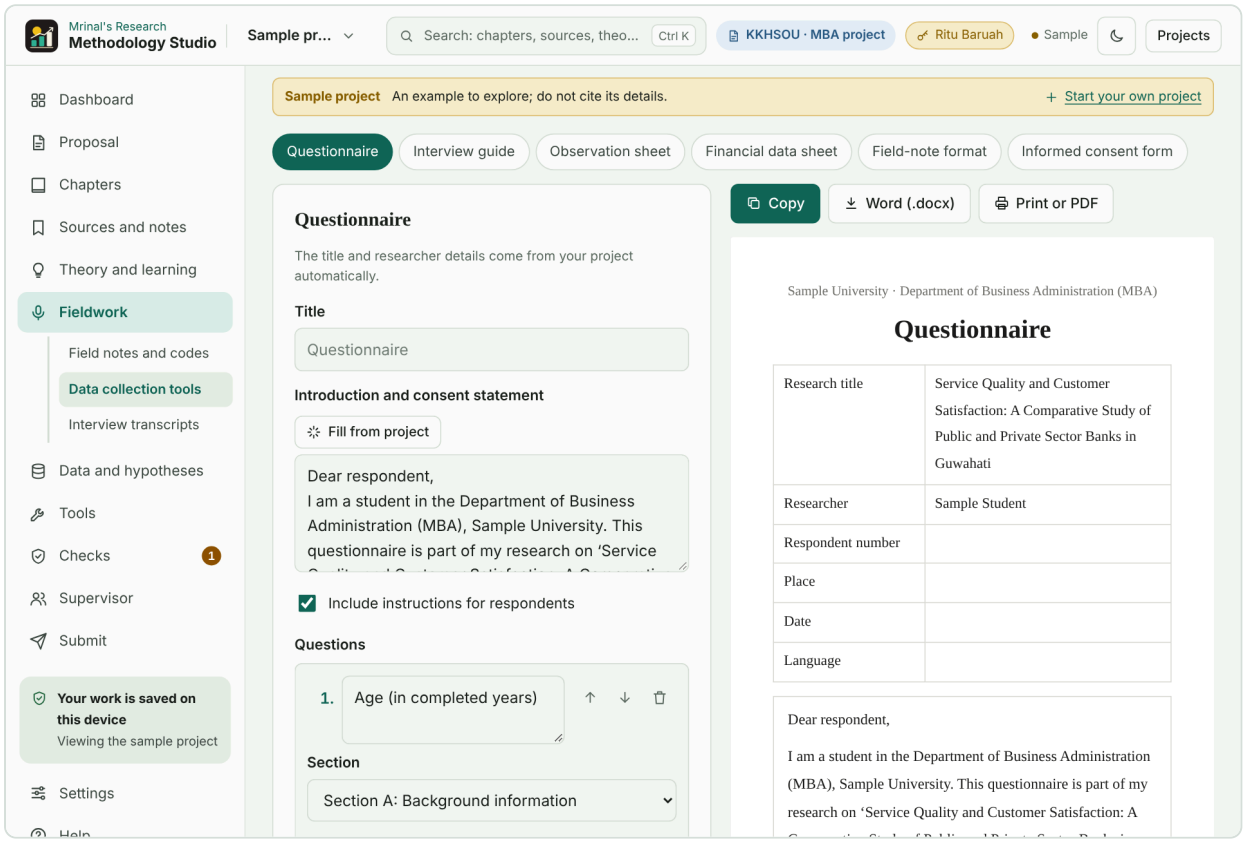


Figure 12.1: The questionnaire, filled in from the project

Field notes and codes

A field notebook (date, place, participant code and kind of note), coding of passages in the notes, and a codebook in which codes are defined and grouped into themes with example quotations. Use it for interviews, focus groups, observation in a branch or a market, and notes from an organisation visit.

Interview transcripts

1. Tap **New transcript** and fill in the name, the participant's code, the date and the place.

2. Use **Open a recording** to play an audio file on this device, or the **Stopwatch** while you listen elsewhere.
3. Type what you hear. **Time (Alt + T)** inserts a [minutes:seconds] mark; the speaker buttons insert “Interviewer” or the participant’s code; **Alt + P** plays or pauses.
4. **Send to field notes** puts the transcript in the notebook for coding; **Word** saves it as a file.

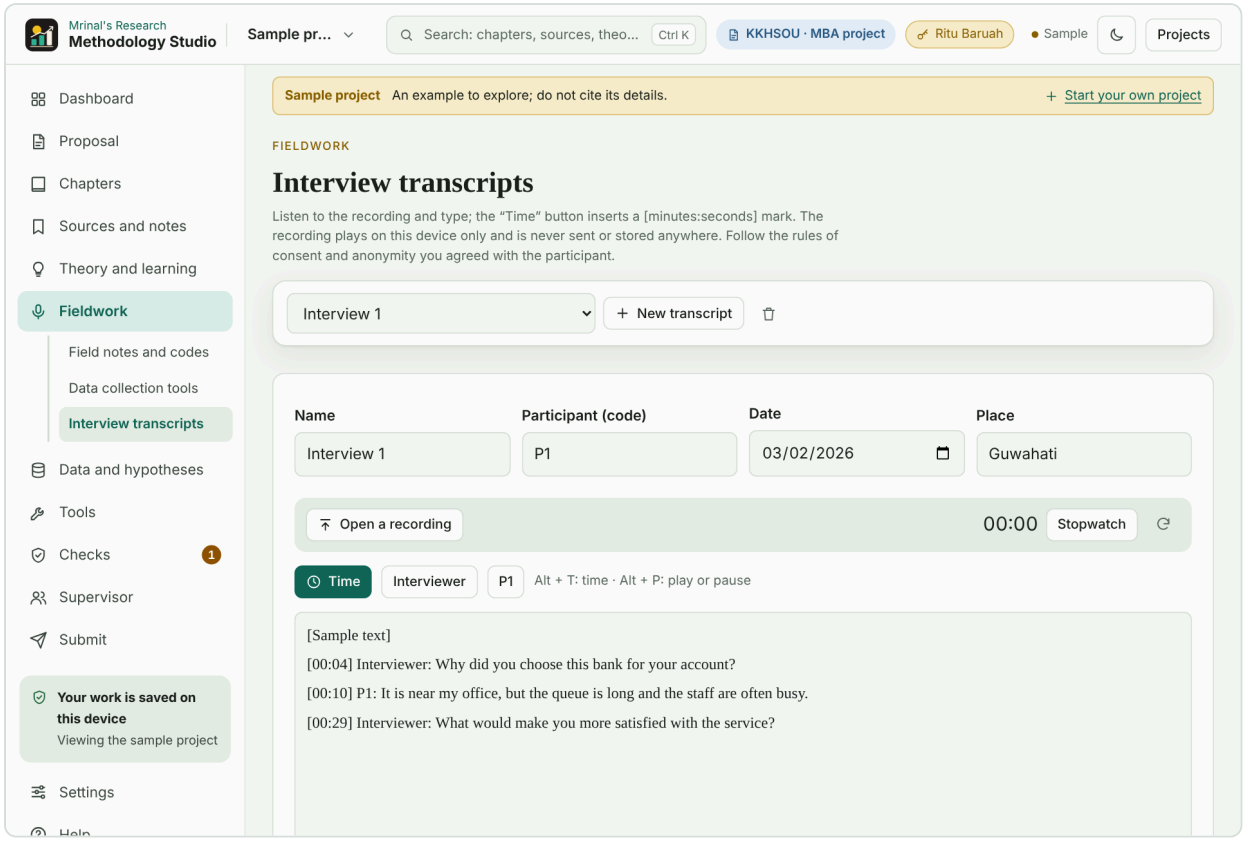


Figure 12.2: An interview transcript

Take care

The recording plays on this device only and is never sent or stored anywhere. Use codes instead of names, and follow the consent and anonymity you agreed with the respondent.

Chapter 13

Data and variables

Data and hypotheses → Data and variables is where your data live. A data file never leaves the device: its values are kept in the browser's own database, and only its name and list of variables are kept in the project.

Opening data

- **Open a data file**: Excel (.xlsx), CSV (including Google Forms responses) or SPSS (.sav and .zsav). Answers written as words ("Strongly agree") are turned into numbers 1 to 5 with labels. In Google Forms, open the responses in Google Sheets, choose File, Download, Comma-separated values (.csv), and open that file here.
- **Practice data**: a bank customer survey (150 cases), an MSME survey (120), bank ratios 2015–2024 (60), a state economy series 2004–2024 (21) and the monthly prices of a share and a market index (61). They are made up and clearly marked; use them to learn, never in a report.

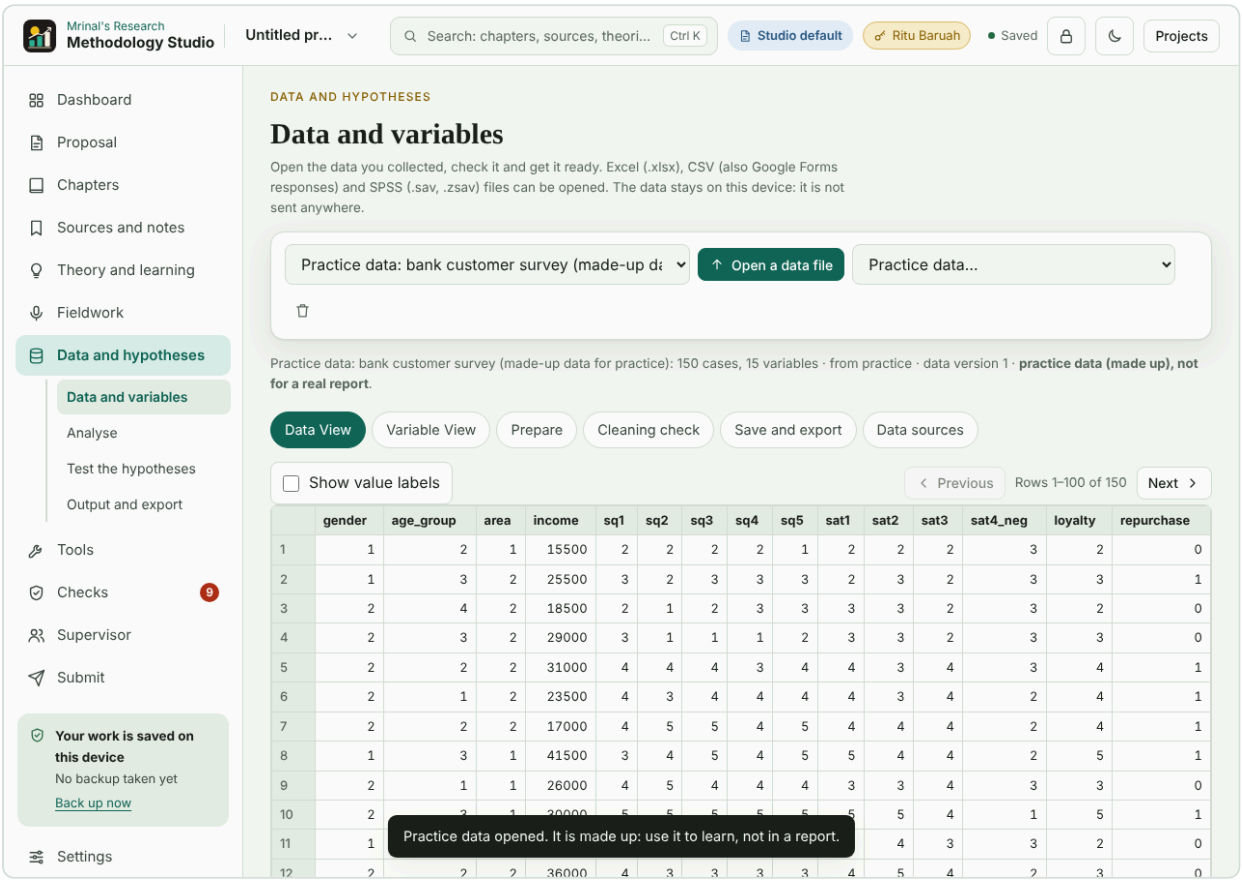


Figure 13.1: Data View with the practice survey

Variable View, preparing and cleaning

In **Variable View**, give each variable a label, value labels (for example 1 = Strongly disagree), missing-value codes and the right measure: nominal, ordinal or scale. **Prepare** makes scale scores (the mean or

sum of items), reverse-codes negative items and recodes values; each change makes a new data version, recorded in the output log. Run the **Cleaning check** before any test: empty rows, duplicates, missing answers, values outside the scale and outliers.

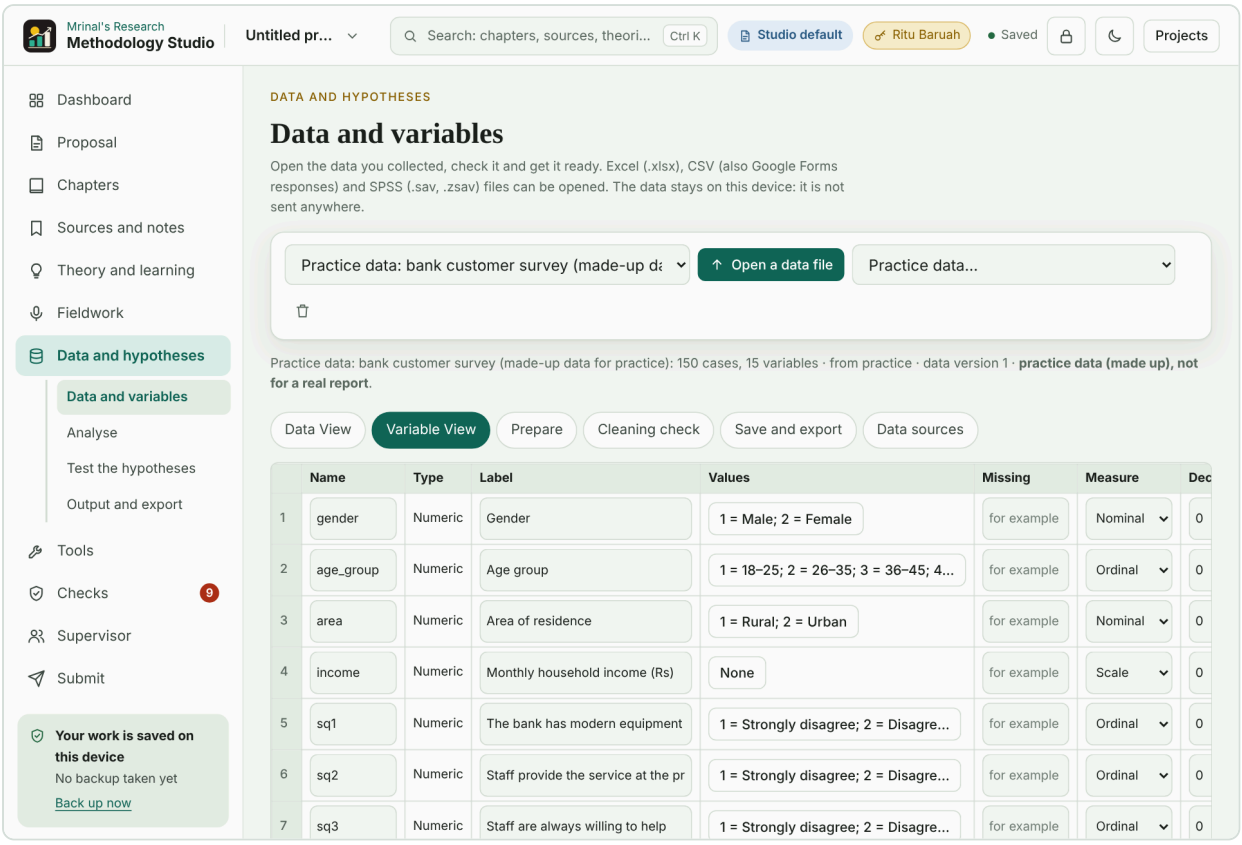


Figure 13.2: Variable View

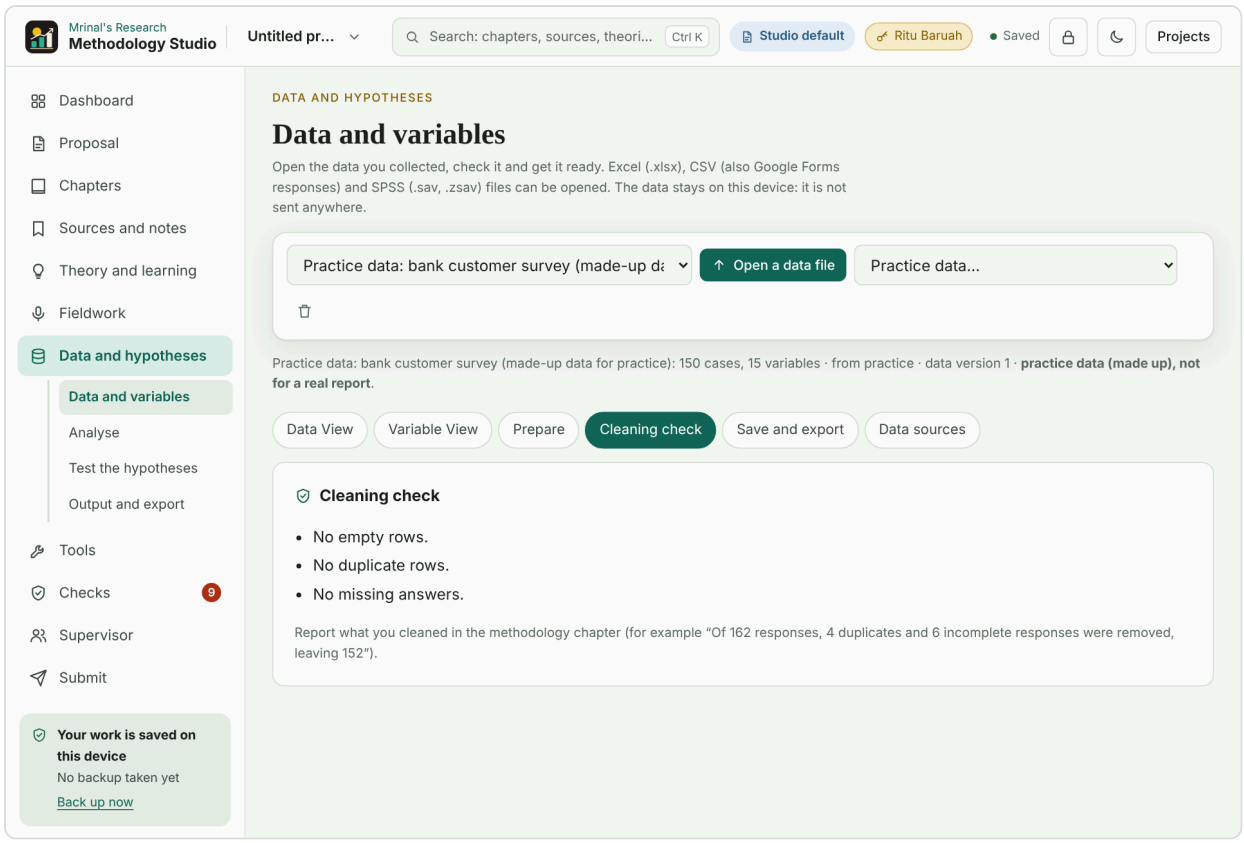


Figure 13.3: The cleaning check

Where to find secondary data

Data sources lists official sources: the Directorate of Economics and Statistics, Assam (Statistical Handbook, Economic Survey of Assam, district statistics), the Finance Department of Assam, the NEDFi Databank, DoNER, MoSPI and its microdata catalogue, the Census, data.gov.in, the Union Budget and Economic Survey, the RBI Database on Indian Economy and its publications, NABARD, SEBI, NSE, BSE, the MCA, World Bank data, the Global Findex, IMF data, UNDP, ILOSTAT and UN Comtrade. Note the table, year and date of download, and cite the source.

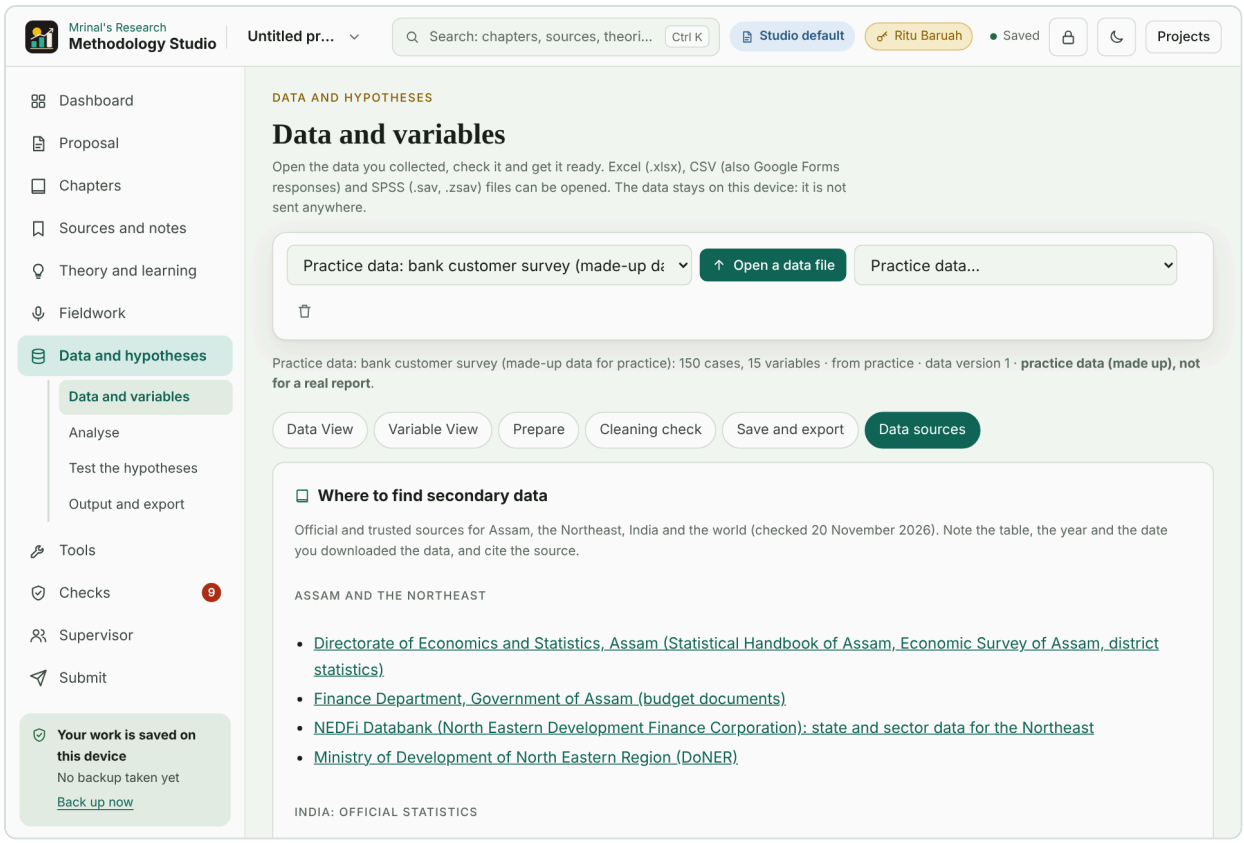


Figure 13.4: Data sources for Assam, the Northeast, India and the world

Saving the data

Save and export downloads the data as Excel or CSV and writes an SPSS syntax file (.sps) with the variable and value labels, so that the same data can be opened in SPSS. Project backups carry the data files too (chapter 23).

Chapter 14

Analyse: tests and tables

In **Analyse**, choose an analysis from the list, pick the variables and tap **Run**. Each result comes as SPSS-style tables, charts where they help, a model sentence in APA style, notes on assumptions (for example normality with the Shapiro–Wilk test, and the non-parametric test to use instead), and a "Do it in Excel" note.

Group	Analyses
Describe the data	Frequencies; descriptive statistics; explore and normality (Shapiro–Wilk, Q–Q plot); crosstabs and chi-square
Compare groups	One-sample, independent-samples and paired-samples t-tests; one-way ANOVA with post hoc tests; two-way ANOVA; repeated-measures ANOVA
Non-parametric tests	Mann–Whitney U, Wilcoxon, Kruskal–Wallis, Friedman, chi-square goodness of fit
Relationships	Pearson, Spearman and Kendall correlation; partial correlation
Prediction	Linear regression (with VIF and Durbin–Watson); binary logistic regression (with Hosmer–Lemeshow)
Scales and questionnaires	Cronbach's alpha; exploratory factor analysis with KMO and Bartlett
Planning	Sample size: Cochran, Yamane, two groups, correlation
Business and economics	Ratio analysis and DuPont; common-size and trend statements; investment appraisal; growth rates; index numbers; elasticity; inequality; returns, volatility and beta (chapter 15)

Not sure which test? Write your question in **Ask in plain words**, for example "Do male and female customers differ in satisfaction?". The studio reads the value labels of your variables and suggests the test, choosing a non-parametric test for an ordinal outcome. The **test chooser** below it leads from the aim and the kind of data to a test.

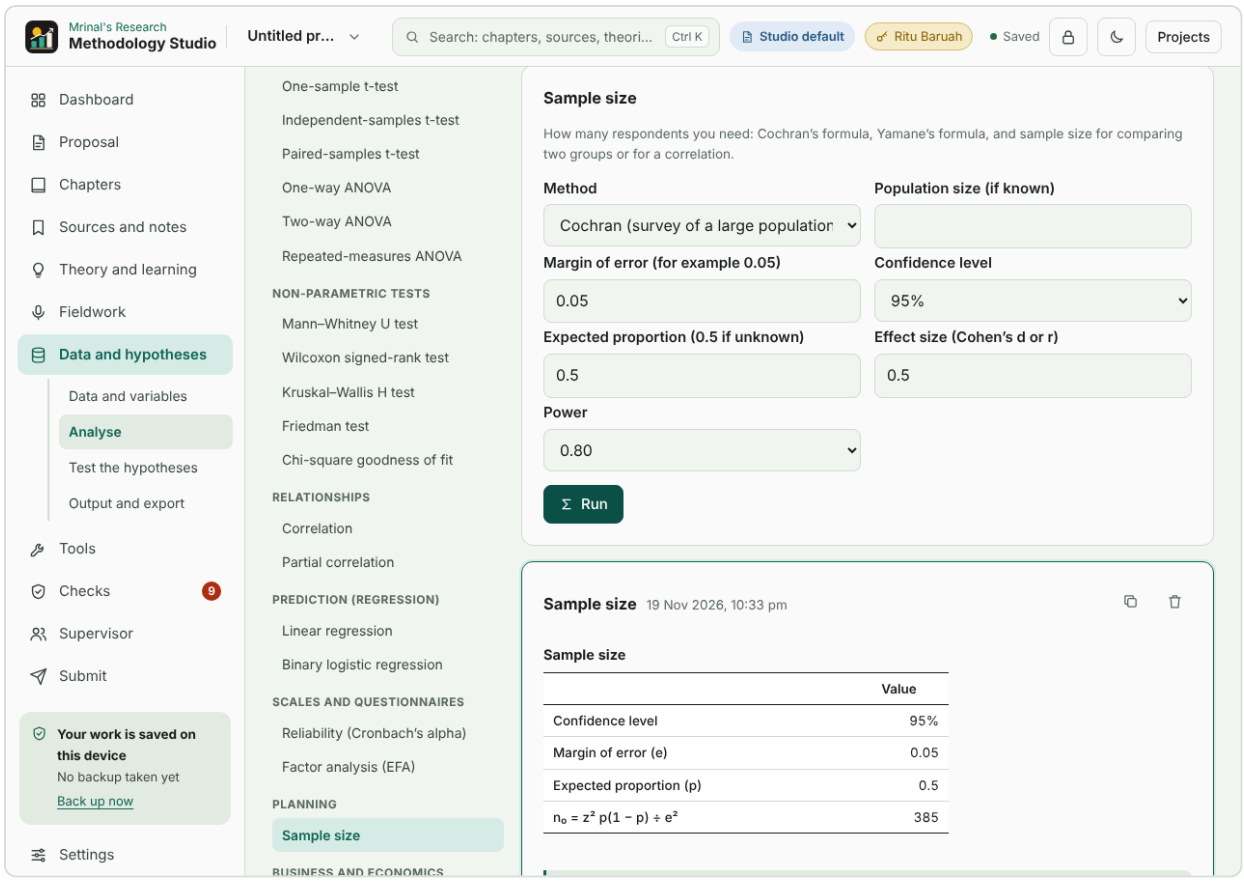


Figure 14.1: Analyse, with the list of analyses

Checked against standard software

The statistics were checked against SciPy, statsmodels, pingouin and factor_analyzer: 189 of 189 reference values agree. Still, read every table and say what it means for your objective.

Chapter 15

Business and economics calculators

The group **Business and economics** in Analyse holds calculators. Type the figures in the boxes (separate values with spaces or semicolons; 1,00,000 is read as one number), or choose a variable of your data.

- **Ratio analysis and DuPont**: current, quick and cash ratios, debt–equity and interest coverage, net and operating margins, ROA, ROE, asset and inventory turnover, the collection period, and the DuPont split of ROE, for several years from annual reports, with bar charts.
- **Investment appraisal**: NPV, IRR, profitability index, payback and discounted payback from the cash flows of a project.
- **Trend and compound growth rate** (from data) and **Growth rates** (typed values): CAGR between end points, the compound growth rate from the log-linear trend with its t-test and confidence interval, the linear trend, the average annual growth rate and the Cuddy–Della Valle instability index.
- **Price index numbers**: Laspeyres, Paasche, Fisher's ideal and Marshall–Edgeworth indices for a basket of items.
- **Elasticity**: price, income and cross elasticity by the midpoint formula, with its meaning.
- **Inequality**: the Gini coefficient, the Lorenz curve, the shares of the bottom 40% and the top 10%, and the Palma and S80/S20 ratios.
- **Common-size and trend statements**: each item of a profit and loss account or balance sheet as a percentage of a base item (for example revenue or total assets), and as an index of the first year (first year = 100). Type one item on each line: the name, a colon and the figures for the years.
- **Returns, volatility and beta** (from data): returns of a share or fund from its prices, the mean return, volatility, annual return and volatility, the Sharpe ratio, the best and worst period and the maximum drawdown, and the beta, alpha and R^2 of the market model against an index. Practice data: a share and a market index, monthly.

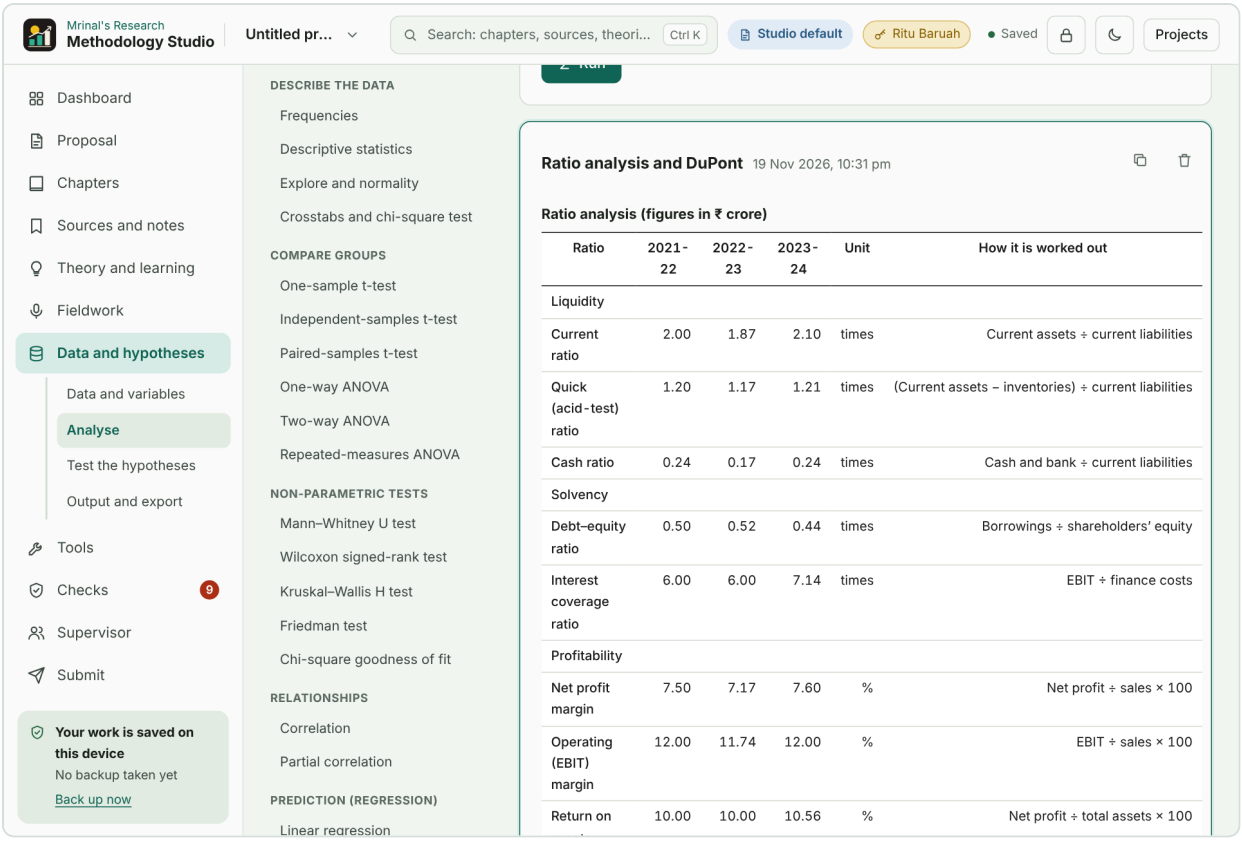


Figure 15.1: Ratio analysis and DuPont for three years

Remember

Ratios describe; they do not explain. Say why each ratio changed, using the notes to the accounts, and compare it with the industry and with the firm's own trend.

Chapter 16

Testing the hypotheses

Test the hypotheses shows the hypotheses written in your proposal. For each one, choose the test (it follows the test you planned), the variables, the level of significance and whether the test is one-tailed or two-tailed, then tap **Test this hypothesis**. The studio reports the statistic, the p-value, the effect size and the decision: whether H_0 is rejected. For a one-tailed test it checks that the result goes in the direction you predicted. The same hypotheses appear in the consistency matrix, so the analysis chapter always matches the proposal.

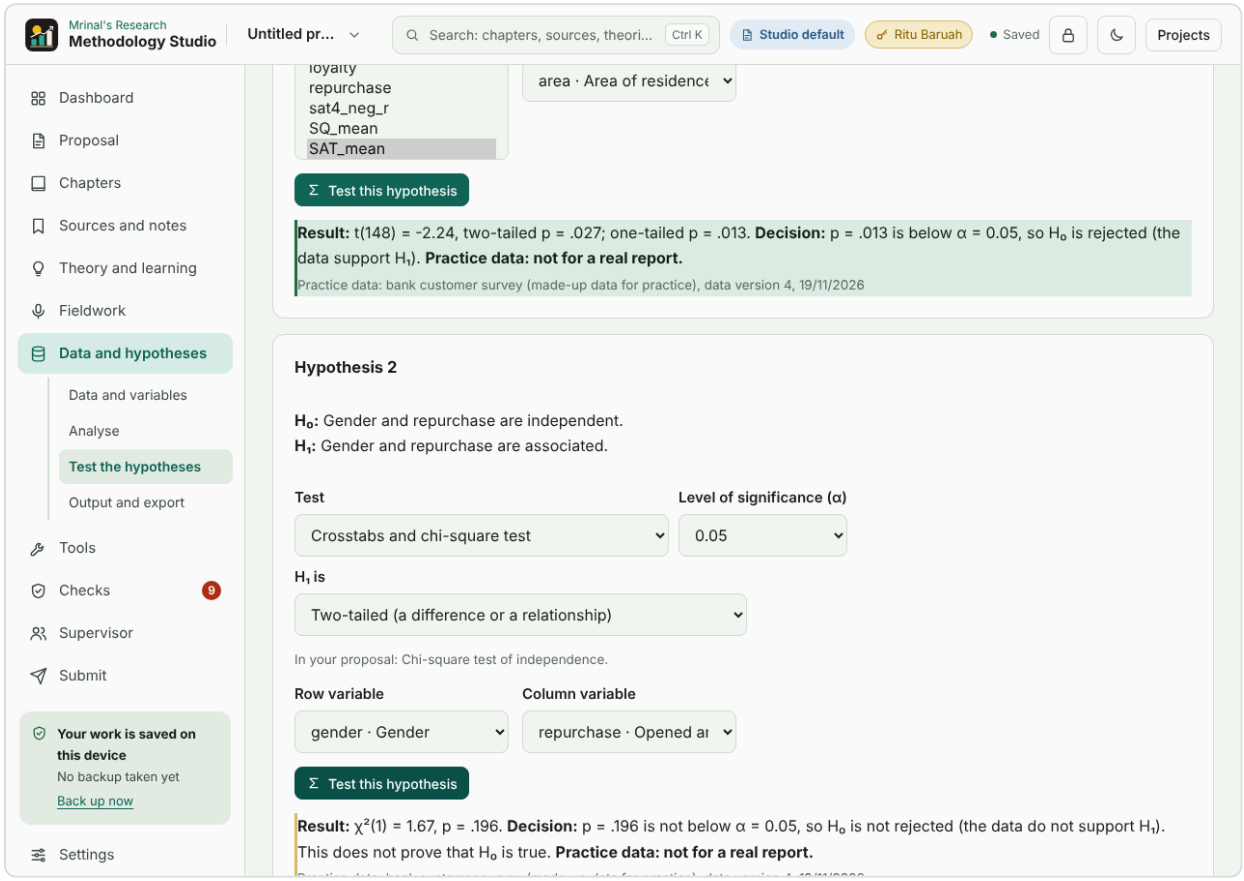


Figure 16.1: Two hypotheses tested on the data

Chapter 17

Output, findings and suggestions

Output and export keeps every result, newest first, with the name and version of the data. Download a Word file of all results for your analysis chapter, an Excel file of the tables, charts as PNG at 300 dpi, or the output log (every opening, change and analysis of the data, with the time).

The findings and suggestions map

Below the results, the **Findings and suggestions map** links each finding (with its figure, objective and table) to the suggestion that follows from it, and to who should act. **Bring in the tested hypotheses** adds a finding for each tested hypothesis. The map warns when a suggestion has no finding behind it. **Copy as a table** or take a **Word file** for the chapter on findings and suggestions.

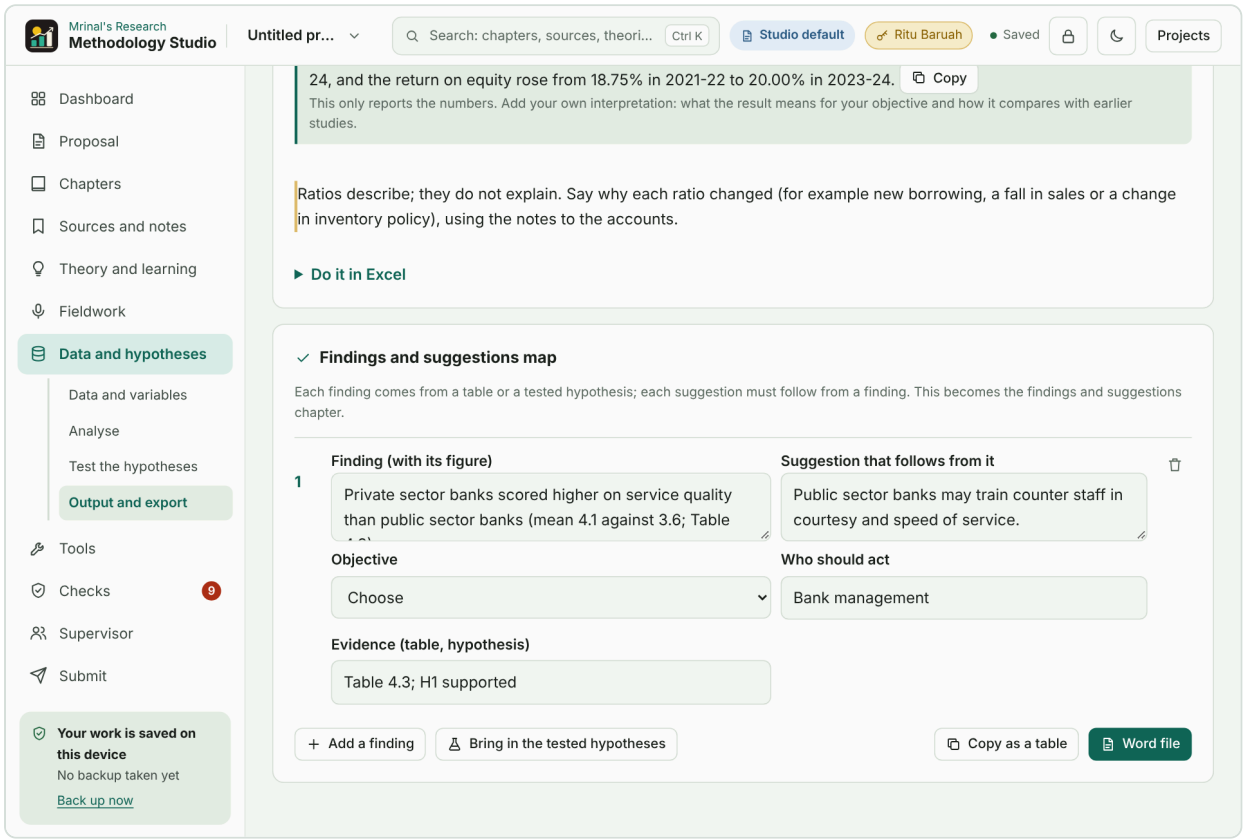


Figure 17.1: The findings and suggestions map

Chapter 18

Tools

Helpers, charts and models

- **Design advisor**: see chapter 6.
- **Sample size**, **Statistical test** and **Cronbach's alpha**: quick helpers for planning a survey and reading reliability.
- **Chart maker** and **Chart chooser**: thesis-ready figures as PNG (16 cm at 300 dpi) or SVG, with figure number, caption and source note (for example "Field survey, 2026"). Use data from my project can fill in counts from your questionnaire, bibliography or literature review. Turn on patterns if the report will be printed in black and white.
- **Models and diagrams**: a conceptual framework and a research design flow built from your project (relabel, add and reorder the boxes), and the classic models of chapter 11.

Text analysis

Tools → **Text analysis** works on the text of interviews, open-ended answers, annual reports or policy documents. Paste the text, open a file (.txt or .docx), or take it **From your chapters**. You get **Word counts** (common words can be hidden, and word forms grouped approximately), a **Concordance** showing every use of a word in its context (an asterisk matches any ending, as in servic*), and **Comparison by part**, which shows how chosen words rise and fall across the text. Everything happens on this device.

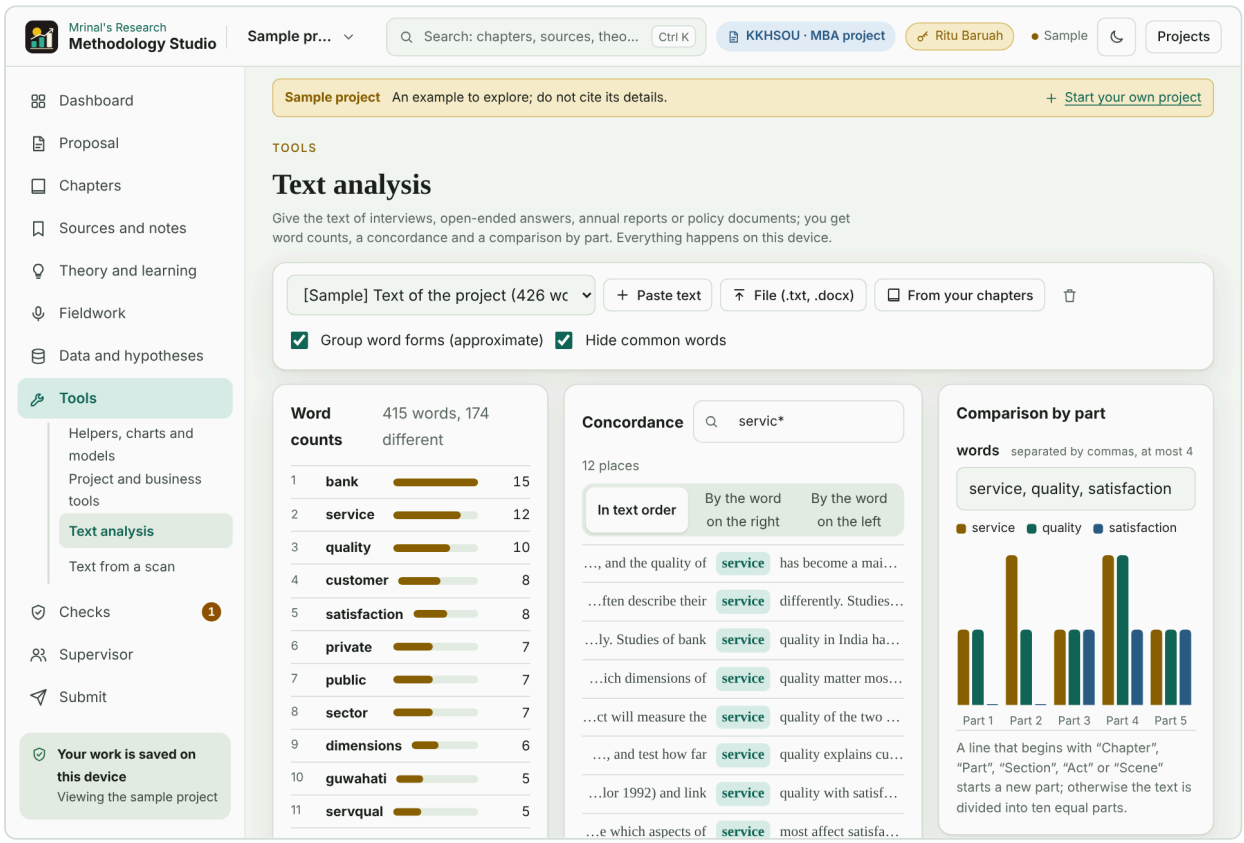


Figure 18.1: Text analysis

Text from a scan

Tools → Text from a scan turns phone photos, scanned pages (JPG, PNG; several at once) or the pages of a PDF into editable English text, on the device and without the internet: useful for old reports, gazette pages and printed tables. For a PDF, choose which pages to read. The picture can be rotated and cleaned in several ways; **Automatic** tries two and keeps the better. Doubtful words are marked, and numbers are highlighted because they must always be checked. **Copy**, **All pages (.txt)** or **Save as a quotation** (with the source and page) take the text out.

> **Remember**
>
> Figures read from a scan must be checked one by one against the original page before you use them in a table.

Chapter 19

Project and business tools

Tools → Project and business tools holds nine pages for the practical side of a project. Everything is saved with the project and can be taken as a Word file.

Project type and forms

Choose one of the five kinds of project in the KKHSOU MBA 4th semester guideline: **case study**, **inter-organisational study**, **conceptual framework study**, **field study** or **internship**. The studio shows the chapters that suit it (**Put these chapters in the proposal** copies them to your chapter plan), the tools to use, and the pages the report needs. Type the enrolment number, programme, study centre, the guide's designation and address, and the organisation, and take as Word files: the **synopsis and proforma** (title, introduction and objectives, methodology, planning and scheduling, references, with signature spaces), the **guide's certificate of originality**, the **learner's declaration**, and the **certificate from the organisation**.

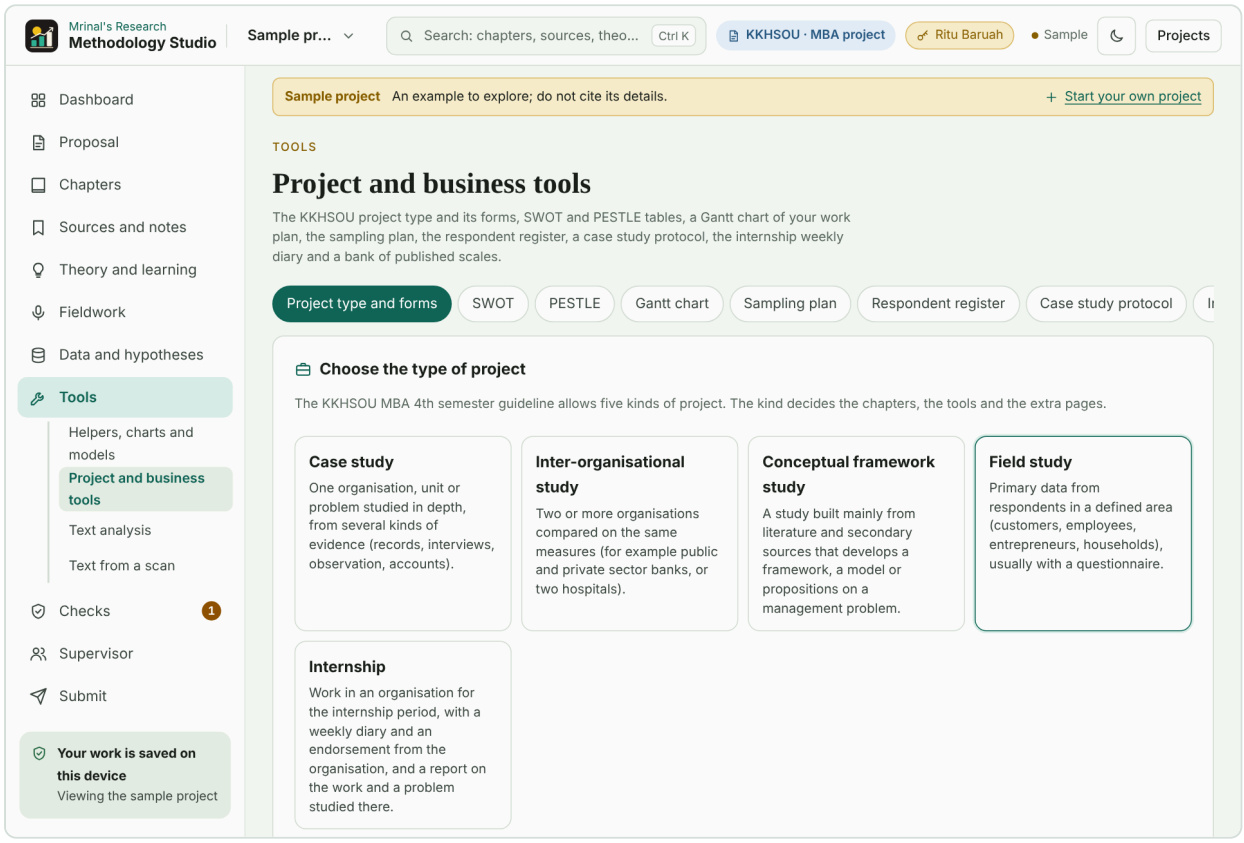


Figure 19.1: Choosing the type of project

> **Remember**
>
> The forms use model wording based on the KKHSOU project guideline. If your study centre gives its own proforma or certificate, use that form.

SWOT and PESTLE

Fill in the four boxes of a **SWOT analysis** (strengths and weaknesses inside the organisation; opportunities and threats outside) or the six of a **PESTLE analysis** (political, economic, social, technological, legal, environmental), one point on each line. The table for the report is drawn below; copy it or take it as a Word file. Back each point with evidence: a figure, a source or an interview.

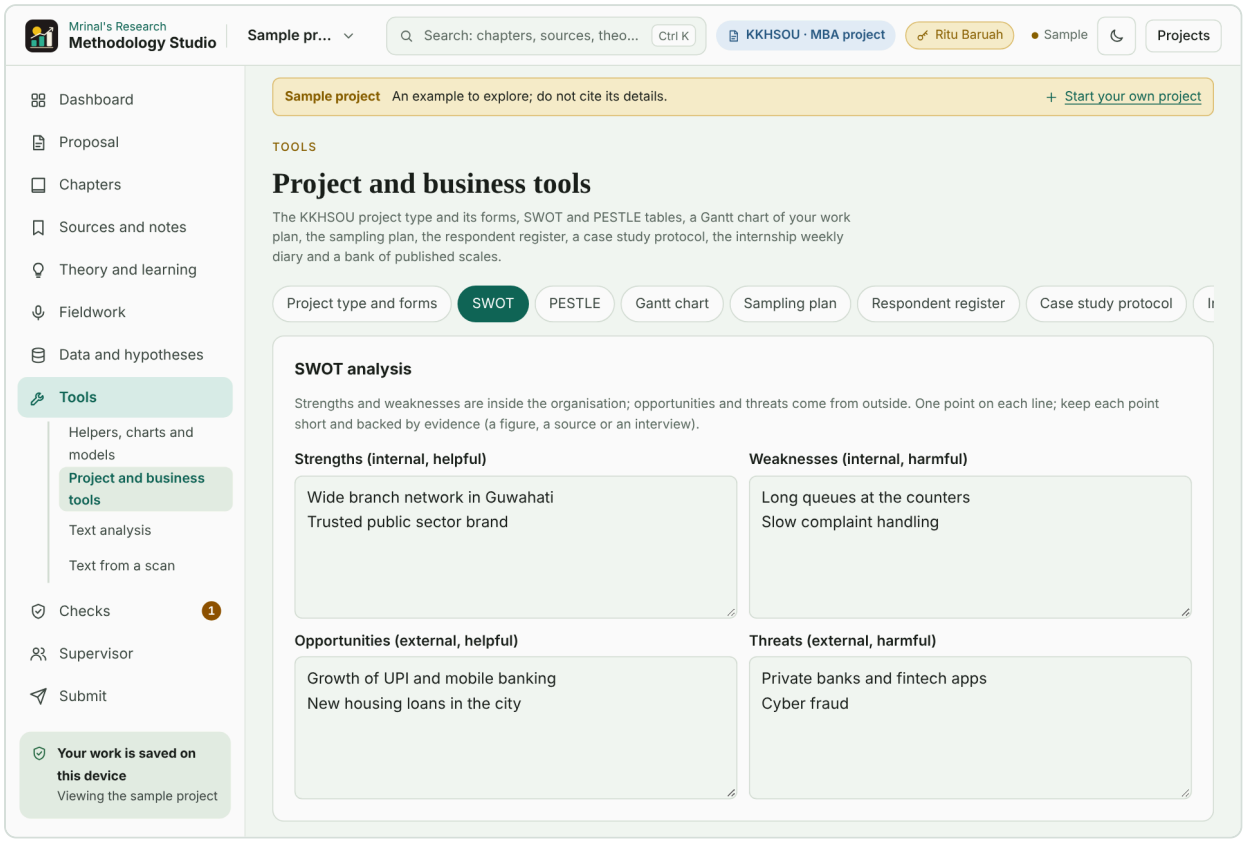


Figure 19.2: A SWOT analysis

Gantt chart

The **Gantt chart** is drawn from the work plan in your proposal (each task with its first and last month). With a start date in Planning, the months have their names. Download it as PNG (300 dpi) or SVG for the synopsis.

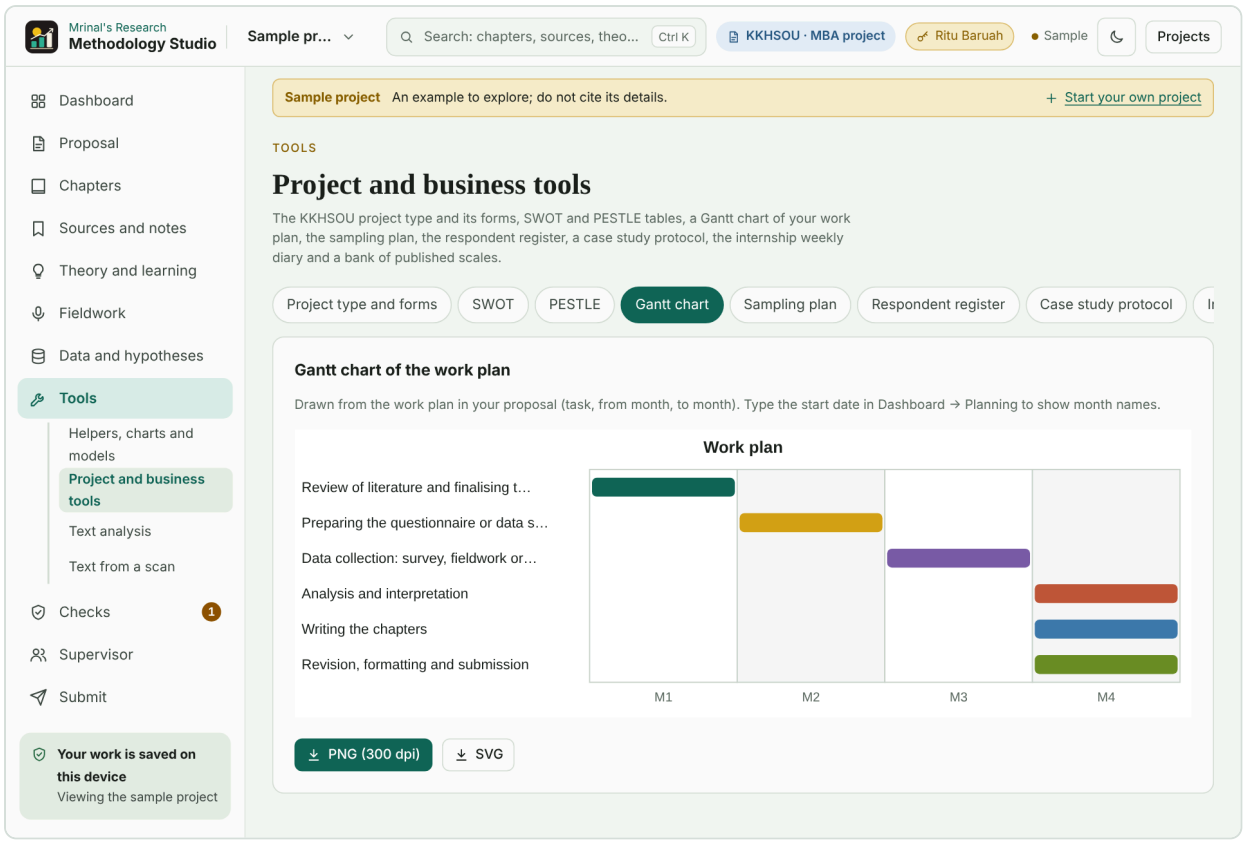


Figure 19.3: The Gantt chart of the work plan

Sampling plan and respondent register

The **sampling plan** asks for the population, place, sampling frame, unit, method, sample size and why, the stages of a multistage sample, the groups or strata with their numbers, the period and the response rate, and writes the paragraph for your methodology (**Put into the methodology**). The **respondent register** keeps one row for each respondent contacted: a code, date, place, group, mode, consent and status. It counts completed responses in each group against the targets of the sampling plan, and exports CSV or Word. Use codes, not names or phone numbers.

Case study protocol

For case studies, the **case study protocol** follows Yin (2018): an overview of the case, the case study questions and propositions, key readings, field procedures (sites, contacts and permissions), the schedule, the protocol questions for each visit, the case study database and the outline of the report, with the six sources of evidence and the quality checks.

Internship weekly diary

For internships, add one entry for each week: the dates, the department, the hours, the work done, what you learnt and the remarks of your supervisor in the organisation. The Word file has a space for the supervisor’s signature under each week.

Scale bank

The **scale bank** lists published scales often used in commerce and management research: SERVQUAL and SERVPERF, behavioural intentions, brand equity, the TAM and UTAUT scales, trust and perceived risk online, job satisfaction, organisational commitment, work engagement, perceived stress, work–life balance, entrepreneurial intention and financial literacy. Each has its source, its items and dimensions, and a few example items written for the studio. **Add the source to the bibliography** and **Put the example items in the questionnaire** save typing; then replace the example items with the original items from the article, and cite it.

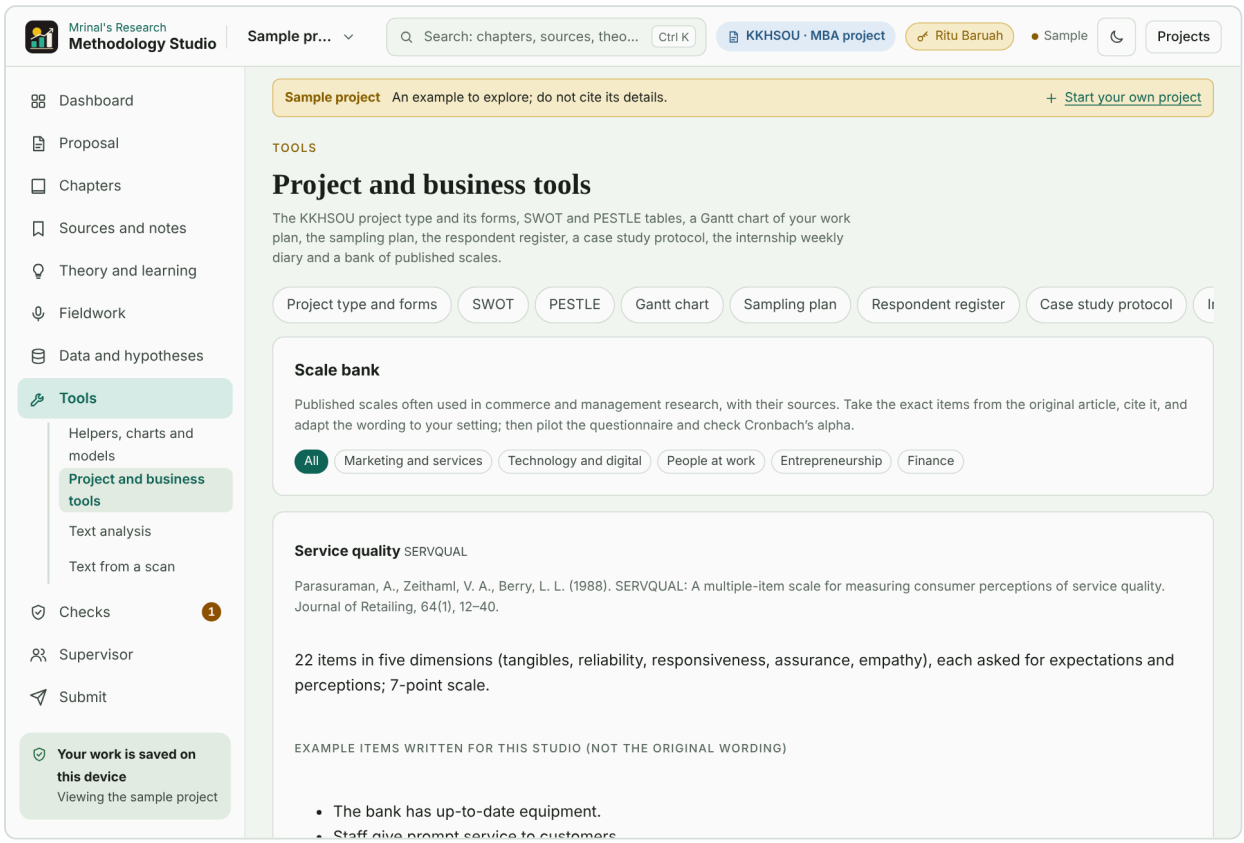


Figure 19.4: The scale bank

Take care

Some scales are licensed and must be bought before use. Check the terms of every scale, adapt the wording carefully, pilot the questionnaire and check Cronbach's alpha.

Chapter 20

Checks, integrity and supervisor review

Checks

Checks lists what must be fixed, warnings and suggestions: missing parts of the proposal, objectives without a hypothesis or chapter, theories whose concepts are not used, sources cited but not in the bibliography, and more. Each item has a **Fix it** button that opens the right place. The logic map shows how problem, questions, objectives, hypotheses, methods and chapters connect, and the checklists cover the problem statement, alignment, sources, the questionnaire, ethics and the presentation.

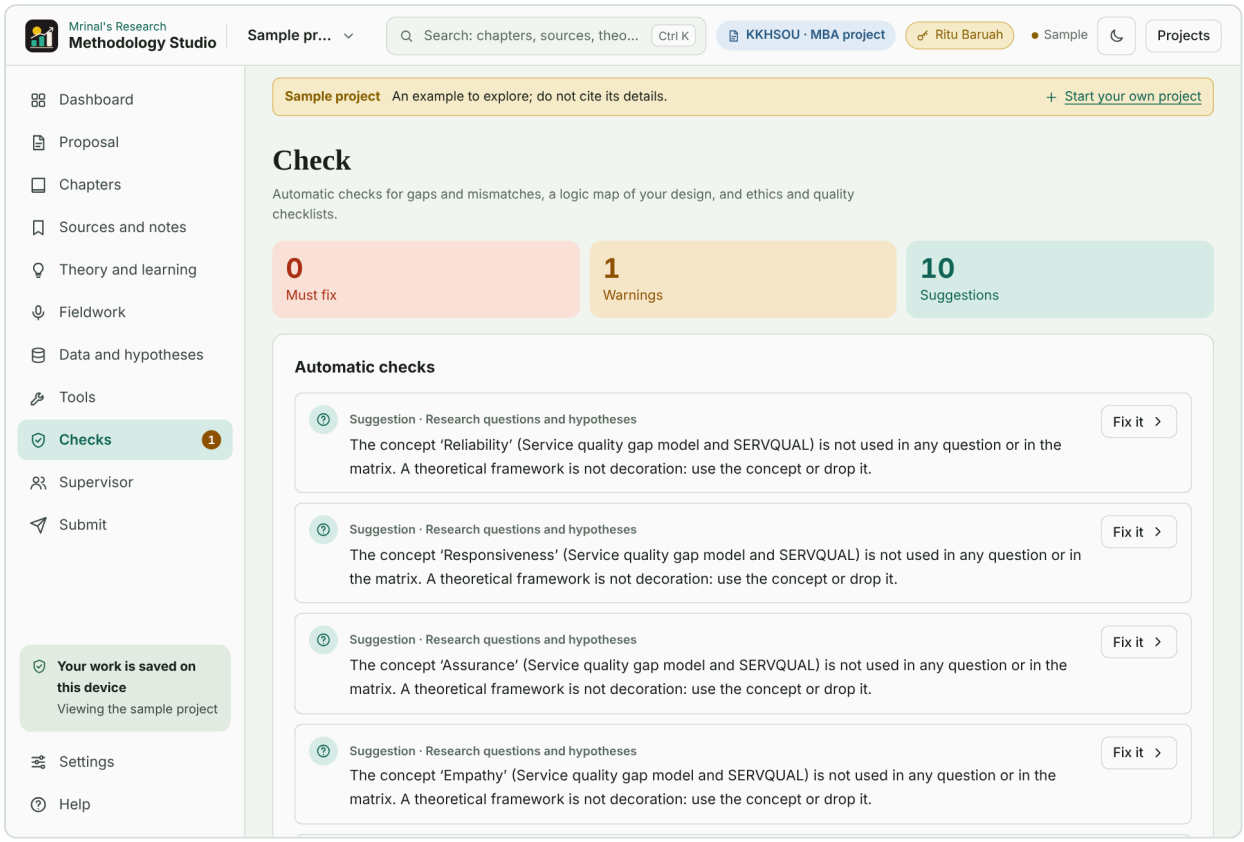


Figure 20.1: Automatic checks

Integrity

Theory and learning → **Integrity** explains the UGC (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations, 2018 in plain words: up to 10% similarity carries no penalty; above 10% to 40%, a revised script within six months; above 40% to 60%, no revised script for one year; above 60%, the registration is cancelled. It also covers quoting and paraphrasing, the protection of respondents' data under the Digital Personal Data Protection Act, 2023, and a model declaration on the use of AI tools.

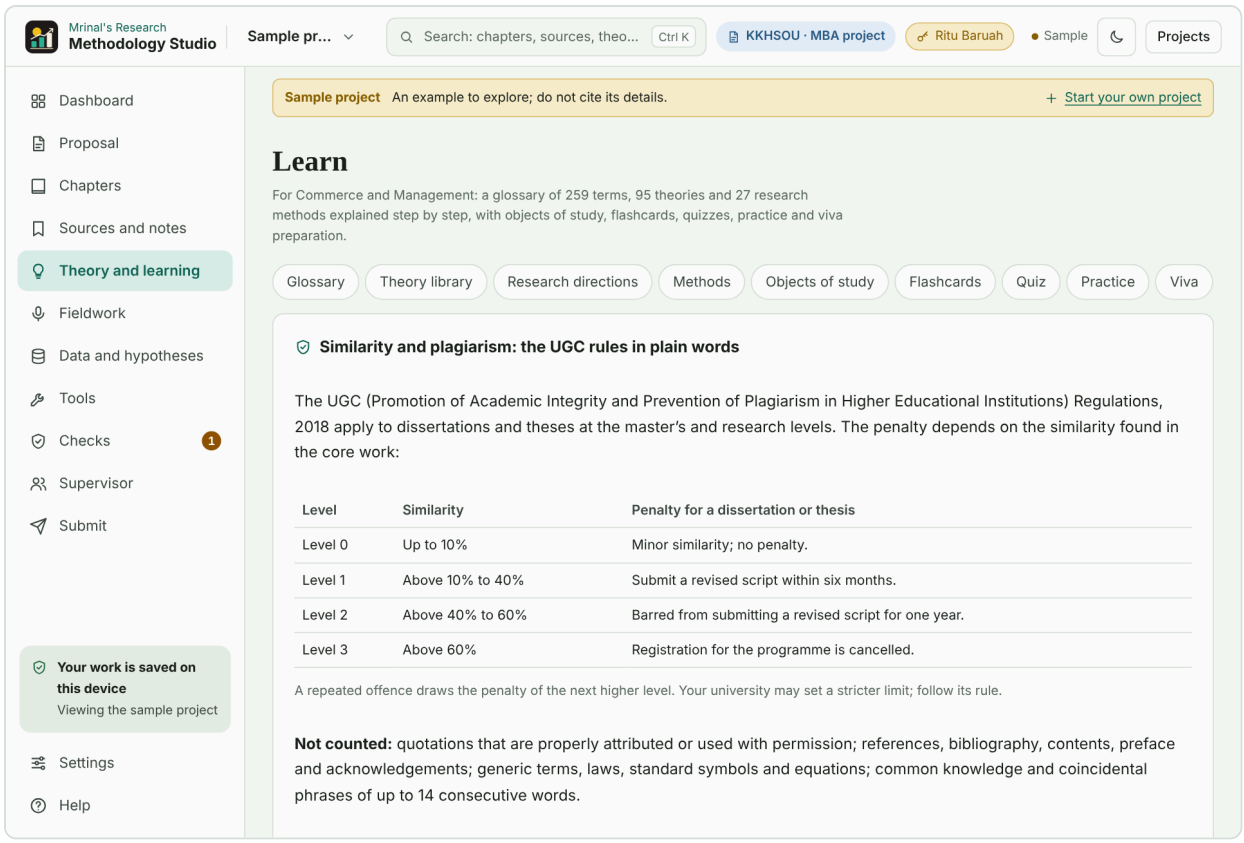


Figure 20.2: The integrity page

Working with your supervisor

1. Open **Supervisor**. Under **Send to your supervisor**, tick **Research proposal** and, if you have drafts in the writing guide, **Written draft**. Every chapter with text on the writing page is included as well.
2. Tap **Save review file**. The studio saves an .html file and keeps the current draft as a version. Send the file by email or WhatsApp.
3. Your supervisor opens it in any browser, with no key, no account and no internet, writes comments under each section and sends back a comments file or the copied text.
4. Tap **Open comments file** or **Paste comments**. Each comment appears under its section; comments on a chapter also appear in the Comments tab of the writing page. Write your response and tick **Resolved**.

Save version keeps the draft before major changes; **Compare** shows what has changed and **Restore** goes back to it.

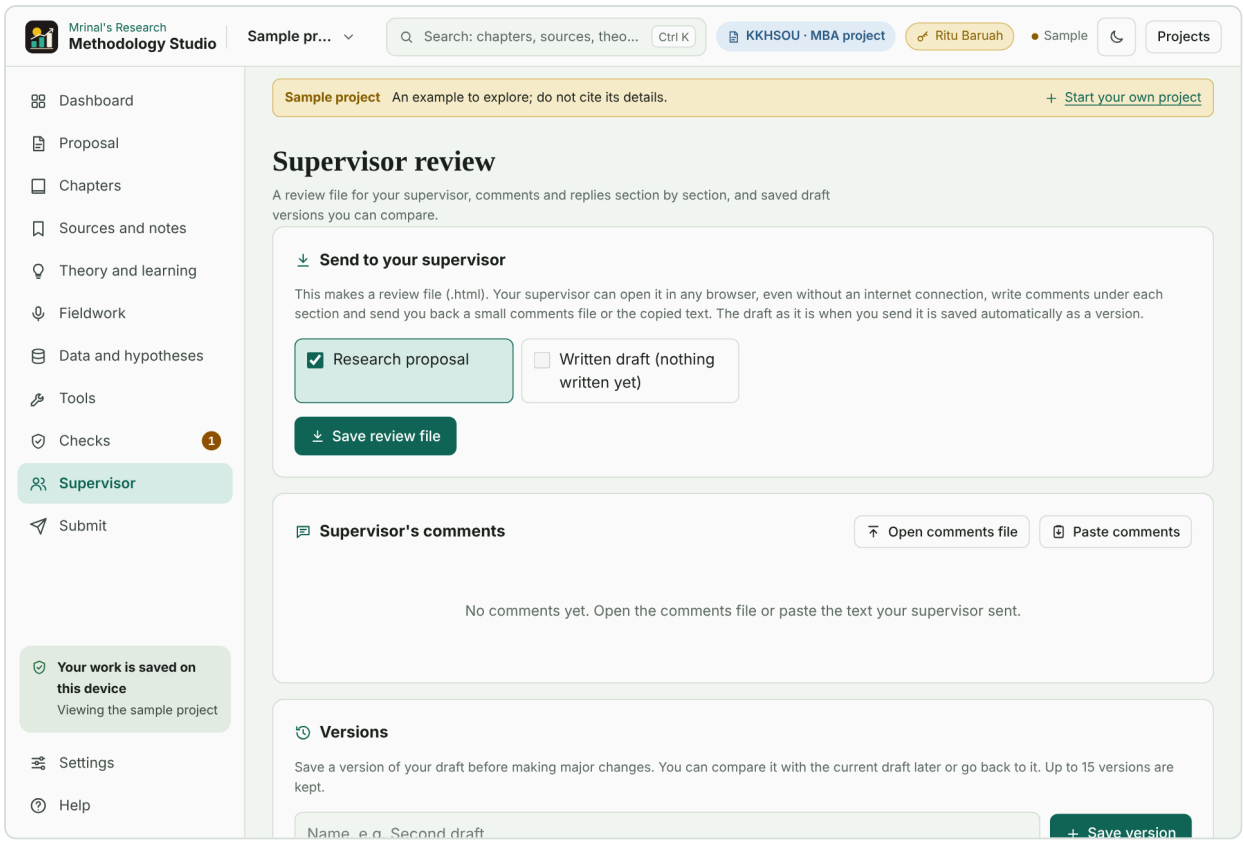


Figure 20.3: Supervisor review

> **Remember**
>
> When your supervisor approves the proposal, mark it as approved in Settings. The studio then shows any later change against the approved version.

Chapter 21

Submitting

Submit prepares the Word file of the whole report or thesis in your university format: the cover and title page, the declaration, the guide's certificate and the other preliminary pages your format asks for (for KKHSOU projects: cover, inside cover, the guide's certificate of originality, acknowledgement, abstract, contents, list of tables and list of figures), the declaration on the use of AI tools, the chapters with their footnotes, and the references. The title page names the degree from the format you chose (for example Master of Business Administration or Master of Commerce).

- **Word file (sources cited)**: the reference list holds only the sources cited in the chapters.
- **Word file (all sources)**: every source in the bibliography.
- **PDF (print or save)**: the whole work in your format; choose Save as PDF in the print window. For footnotes at the foot of the page and page numbers in the contents, make the PDF from the Word file.
- **Chapter-wise files for Shodhganga**: the preliminary pages, each chapter and the bibliography as separate Word files in one zip file, for PhD theses.
- **Abstract**: **Put together from the chapter summaries** gives a starting draft; then write the abstract yourself.
- **Declaration on the use of AI tools**: tick only what you actually did, or that you used none.

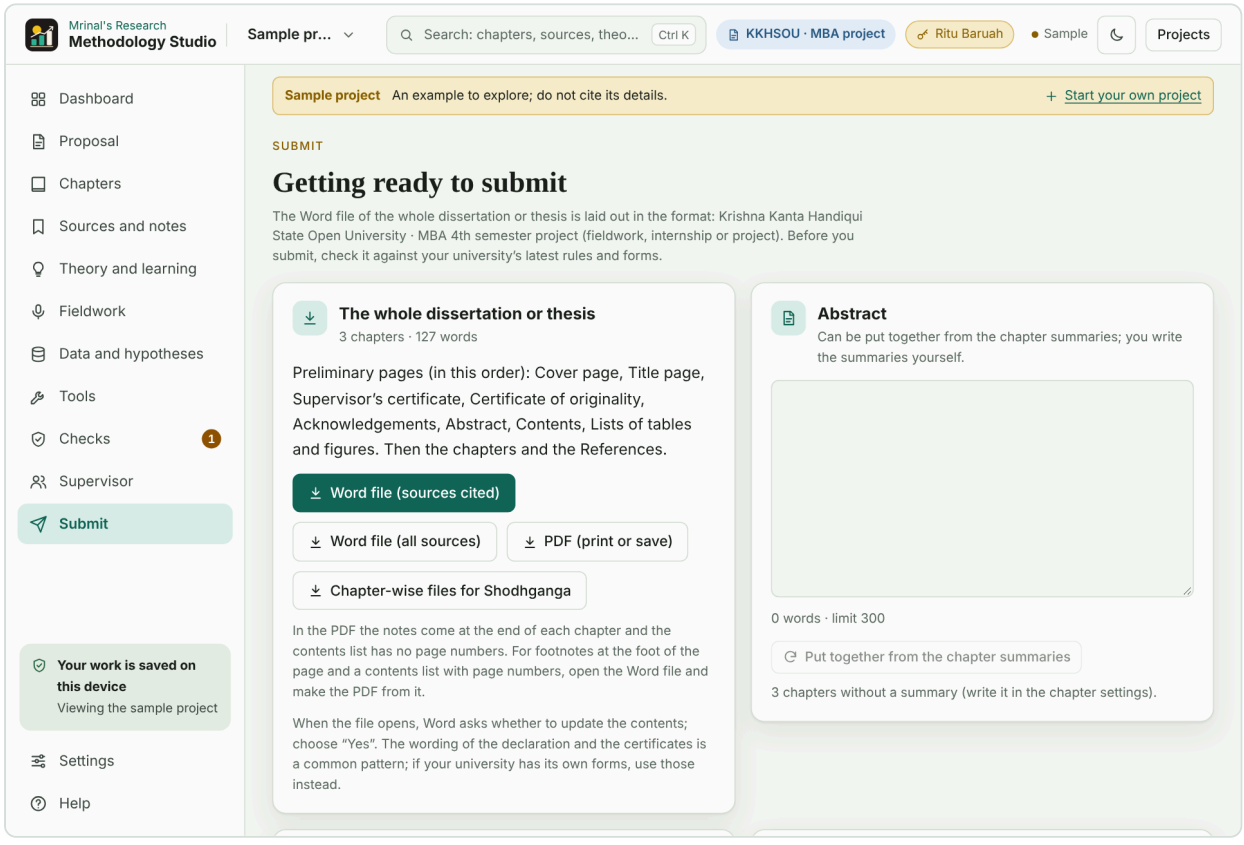


Figure 21.1: Getting ready to submit

Remember

When the Word file first opens, Word may ask whether to update the contents; choose Yes. In LibreOffice, choose Tools, then Update, then Update All. If your university has its own forms for the declaration and certificates, use those.

Chapter 22

Preparing for the viva

Theory and learning → **Viva** gives practice questions for projects and theses (the problem, the gap, the theory, sample size and sampling, the questionnaire, secondary data, the choice of test, p-values and effect sizes, findings and suggestions, ratios, causality, managerial and policy implications, and the PhD contribution), with hints and your own key points.

Below them, **Ten slides for the viva** plans a 10 to 12 minute presentation filled from your project: title, problem, objectives and hypotheses, review and gap, methodology, profile of the organisation or study area, key results, findings, suggestions, and limitations. **Copy the outline** into PowerPoint or Google Slides, one heading per slide. The checklist **Before your presentation or viva** reminds you to rehearse with a timer, label every table and chart, and be ready to explain every test you used.

Chapter 23

Saving, backups and the lock

Where your work is kept

Your work and your data files are saved in your browser's database on this device. They do not go to the studio's server. Only the key and device details when you buy and activate a key, and feedback when you send it, go to the server.

Earlier drafts

The studio keeps the last state of each day for 30 days, and after that one a week. Open **Settings → Saving and backup → Earlier drafts**, or **Earlier drafts** on the writing page, choose a date, and bring back one chapter or the whole project.

Backups

- At least once a week, take a backup: **Projects → Back up this project** (.json). A backup carries the project and its data files.
- If the file does not download, tap **Copy backup** and paste it into a WhatsApp chat with yourself or an email to yourself. On a phone, **Share** sends the backup to WhatsApp, Drive or another app.
- On a new device, use **Open a backup file** or **Paste a backup**. A backup always opens as a new project with its data; nothing is overwritten.
- Work is not kept in private or incognito windows, and clearing the browser's data (cache and site data) can delete it. iPhones and iPads may clear a website's data if it is not used for some time: open the studio from the Home Screen and take backups regularly.

> **Take care**
>
> If you clear the browser's data, or change or lose your phone without a backup, the work cannot be recovered. Take a backup at least once a week and keep it off the device.

Locking a project

If others also use your computer (in a lab, at a cyber cafe or at home), lock the project. In **Settings → Lock and security**, tap **Lock the project** and set a password of at least 6 characters. The text of a locked project is kept in encrypted form; nobody can read it without the password.

- When you lock, the studio gives a recovery code. Copy it or save it as a file, and keep it in a safe place.
- **Lock automatically when idle** closes the project after the time you choose. The lock button in the top bar closes it at once.
- Forgot the password? Tap **Forgot the password**: enter the recovery code, then set a new password.

- The backup of a locked project is locked too and opens with the same password.
- **Change the password** and **Remove the lock** are in the same place.

> **Take care**
>
> If both the password and the recovery code are lost, nobody can open the project, not even the makers of the studio.

Chapter 24

Feedback, help and contact

Sending feedback

Found a mistake, something that does not work, or have an idea? Choose **Send feedback** in the Projects menu, on the Help page or at the foot of the start page. Choose the type (bug, suggestion, content error, question or other), write the message and, if you would like a reply, your name and email or WhatsApp number. The form shows exactly what is attached: the app and version, your discipline, type of work and style, the section, your device and browser, the name and serial number on your licence, and the date. Your project, your data and your key are never attached. Nothing is sent until you tap **Send** or **Send by email**.

Help

The **Help** page is always available, also in the preview: keys and devices, using the studio on Android, iPhone, Windows and Mac, keeping your work safe, data, tests and hypotheses, charts and models, supervisors and departments, questions and answers, the privacy note and the open-source licences.

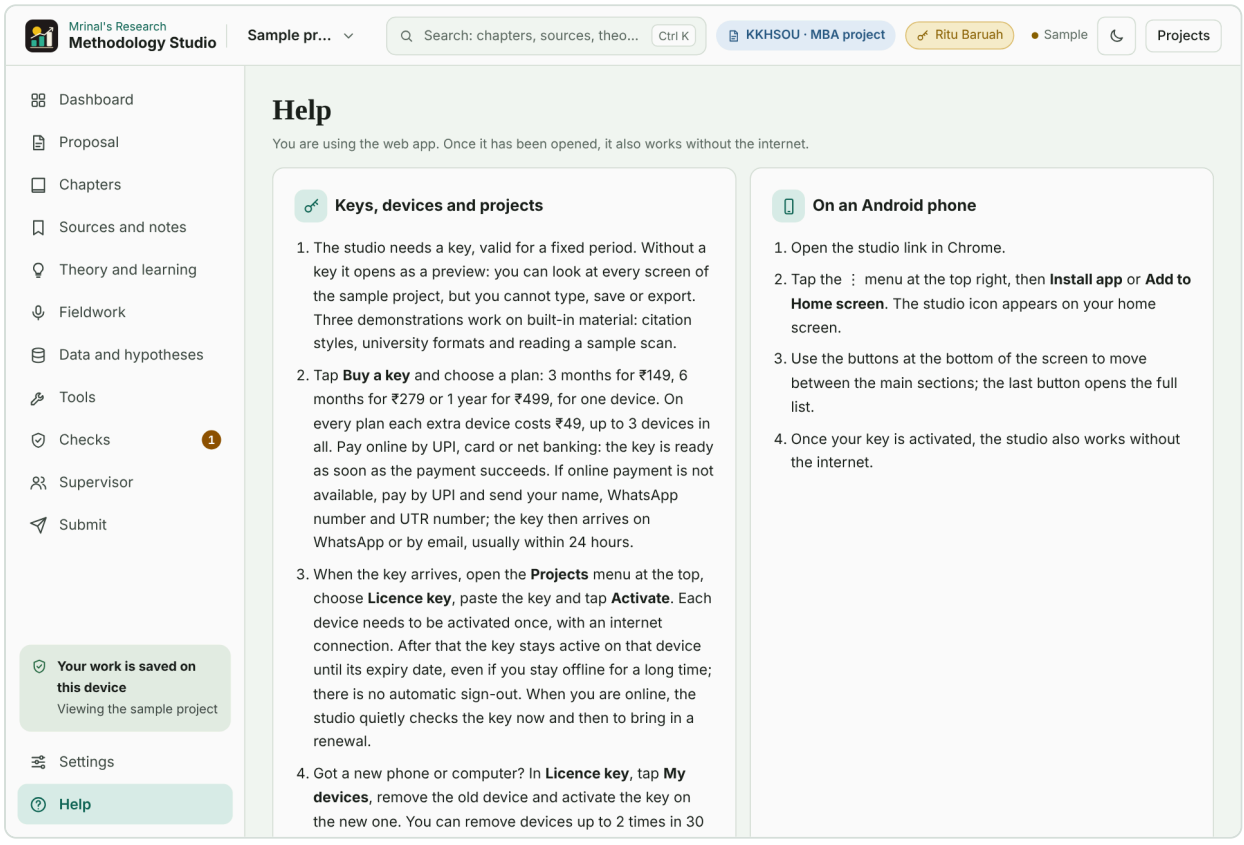


Figure 24.1: The Help page

Contact

When you write about a key or an order, give the name on the key and the order number or the key's serial number. Never send your whole key to anyone except the studio.

Studio	Mrinal’s Research Methodology Studio for Commerce, Management and Economics, Version 1.0
Address	https://research.aank.org/commerce/
Made on behalf of	AANK_A Creative Line · aank.org
Planning and content	Dr Mrinal Jyoti Goswami
Email (keys, orders and help)	mrinal.goswami2026@gmail.com
WhatsApp	+91 94350 16840

Chapter 25

Frequently asked questions

Will the studio write my project? No. It guides each stage, checks what is missing and does the calculations, but the research and the writing are yours. Sentence starters have [ ] blanks for your own words.

Do I need SPSS? No. The common tests run in the studio with SPSS-style tables. If your guide wants SPSS, the studio opens .sav files and writes an SPSS syntax file so that you can repeat the analysis there.

Are the statistics correct? They were checked against standard scientific software (189 of 189 reference values agree). Report the test, the statistic, the p-value and the effect size, and explain what they mean.

Can I use the practice data in my report? No. Practice data are made up for learning. Every result from practice data is marked so.

Which format should I choose for a KKHSOU project? The current KKHSOU MBA 4th semester project format, or the MCom 4th semester format; for the older MBA rules, the 2015 format. Check with your study centre.

Does it work without the internet? Yes, after it is installed and the key is activated. Literature search links, DOI look-ups and payments need the internet.

Can my guide see my work? Only what you send in a review file. Your work stays on your device.

My key does not work. See “If the key does not work” in chapter 2. Write to the contact in chapter 24 if it still fails.