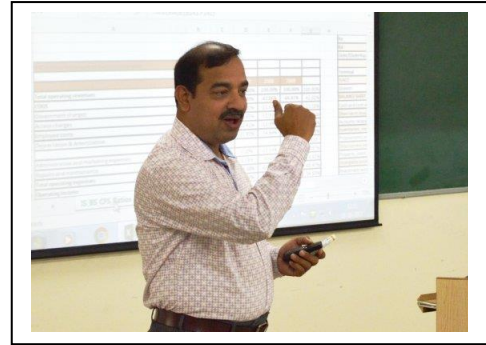


Dr. Durga Prasad
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Dimensions Member: What are your views on research in business schools pertaining to accounting?

Dr. Prasad: Research is a must for growth and development. The old and obsolete methods of accounting will be used repeatedly if there is no research to meet the demands of the modern day business. Recently, it is seen that research is done more on a quantitative basis rather than doing qualitative work and findings. Research is only done to add credit and increase the number of publications in journals. This type of research will not help in any way. More of “Need based” research should be carried out to enhance the methods of accounting. Mathematics is a crucial tool and it is used extensively in the field of research. Research also becomes important as there is a great amount of data that needs to be handled. With quality and practical research, enhancements in accounting can be achieved.

Dimensions Member: Can you please brief us about “need based research”.

Dr. Prasad: Need based research is nothing but doing research on practical topics which are happening in the current scenario. For example, in the Indian context, a lot of research needs to be done on the GST Bill and Demonetisation. This creates a basis for a legitimate research that adds value to the existing status of the economic affairs of the nation. Doing a need based research satisfies the need of the hour and also provide insights into the current economic conditions that may have an impact on the system and the population at large. Need based research mainly corresponds to “quality research”.

Dimensions Member: What is the scope of management research?

Dr. Prasad: Basically the approach for management research must be changed. Identifying “real life problems” is a big challenge for researchers. Data collection becomes really important in the first stage. The data must be collected from authentic sources and must be feasible for research work. “Identification of variables” also adds to the list of Ingredients required for management research.