



Interdisciplinary Research in Commerce and Management

PROF. S. N. JAISWAL

R. R. Mehta Science and C. L. Parikh Commerce College, Palanpur
Gujarat (India)

Abstract:

Interdisciplinary research requires going beyond disciplinary boundaries when solutions of research problems are beyond the scope of a single discipline. It is based upon a conceptual model that joins insights and information produced from different disciplinary backgrounds. The input required in Interdisciplinary research can be in the form of information, data, techniques, tools, perspectives, concepts, or specialized knowledge from more than one discipline. Lonely researcher using techniques from more than one discipline.

Keywords: *Commerce, Interdisciplinary research, Management, Research*

1. Introduction

Interdisciplinary research is a topic of increased interest within the academic and scientific communities. Many researchers and organizations express positive regard for interdisciplinary approaches (Menand 2010) and view interdisciplinary research as a necessary approach to addressing increasingly complex problems (Klein 1990; Lattuca 2001). Numerous efforts have been made to promote interdisciplinary scholarship, but we know little about the nature of interdisciplinary research and those who practice it. Interdisciplinary involves researchers, students, and teachers in the goals of connecting and integrating several academic disciplines, professions, or technologies, along with their specific perspectives, in the pursuit of a common task. Interdisciplinary approaches typically focus on problems felt by the investigators to be too complex or vast to be dealt with the knowledge and tools of a single discipline. The term “interdisciplinary” has become a familiar one for most researchers, but there is actually no consensus on a precise definition of the term. There are multiple definitions of interdisciplinary research, and much ambiguity surrounds these definitions (Jacobs and Frickel 2009). This ambiguity and diversity of ideas makes it difficult to measure and identify interdisciplinary research, which presents a challenge to researchers wishing to study this movement that appears to be transforming the way scientific research is done. Indeed, there is no widely accepted indicator of interdisciplinary research (Wagner, Roessner, and Bobb 2009).

2. What are the benefits?

Many major breakthroughs in science take place at the boundaries or intersections of disciplines. While mono disciplinary studies will continue to play an important role the solution too many of today’s complex problems must be addressed using a multi disciplinary approach.”Interdisciplinary research in management may be conducted in any of the following ways:

- Two or more researchers from different disciplines working as a team in same field
- Two or more researchers working separately in different disciplines
- Team of researchers work for different disciplines.

Interdisciplinary research integrates theoretical frameworks, uses study design and methodology, Perspectives and skills of the involved disciplines throughout multiple phases of the research process. Following are the concise list of the main components and stages of interdisciplinary

Research in Management considering lonely researcher using data and techniques from more than one discipline.

- 1. Studying the problem:** This stage is defined by the problem and research objectives identification stage. While outlining the problem that requires research, a core question is "what is the problem?" Once the problem has been defined, objective of research should be clearly articulated.
- 2. Relating it to the disciplines:** The next stage is selection of disciplines for the research problem or research question in hand. It is also influenced by analysis of the interests involved in the research process. The role of various disciplines will vary according to the research problem. Sometimes there might be a "lead" discipline supported by other disciplines.
- 3. Drawing information, data, techniques, tools, & concepts from relevant disciplines and analysis:** Flow of data collection, tools and techniques used should correlate with stated objectives. The analysis of information should be done keeping objective of research in mind.
- 4. Continuously exchanging of information between disciplines:** The interdisciplinary research process requires exchanging and integrating the findings of the various disciplinary components throughout the research process. A fundamental prerequisite for successful research is openness and respect for discipline involved.
- 5. Drawing conclusions and reporting:** The report-writing stage of the interdisciplinary process integrates the findings of the various research components from various disciplines.¹

A scenario can be defined as a description of a possible set of events that might reasonably take place. The main purpose of developing scenarios is to stimulate thinking about possible occurrences, assumptions relating these occurrences.²

3. Following are the few reasons of growing popularity of interdisciplinary research

- Interdisciplinary research helps to solve conflict of interest among stakeholders of the company.
- Sometimes interdisciplinary research is seen as a remedy to the harmful effects of excessive specialization in management.
- Interdisciplinary research collaboration results in new solutions to problems, much information is given back to the various disciplines involved.
- Some of the field in management such as consumer's behavior, investors' behavior, employee's behavior cannot be addressed without combining the approaches of two or more disciplines.
- To achieve new results that could not have been produced if the participating researcher would have derived the information from single discipline.

4. Major Barriers to Interdisciplinary research

Interdisciplinary research is hard to publish.

- Interdisciplinary research may not give desired result if not given sufficient autonomy.
- More time and effort consuming
- Institutions and intellectuals also make a daunting challenge of conducting research outside one's usual domain.
- Sometimes Research Guide is so packed with the researcher of core discipline that it is difficult to concentrate on researcher outside the discipline.

5. Objectives of the study

1. To find out the use, awareness and popularity of Interdisciplinary Research in
2. Management
3. To find out the factors responsible for growing of Interdisciplinary Research in

¹Interdisciplinary Research: A new Approach to solve Management Problems

²Scenario Management: An Interdisciplinary Approach, Matthias Jarke

4. Management
5. To find out the barriers of Interdisciplinary Research in Management

6. Research methodology

6.1 Location of the study

The research was conducted in Nashik city from the Faculties of Management.

6.2 Sampling Methods & Sample Size

Simple random sampling method was followed in various Management Colleges in Ahmedabad and 50 respondents contributed for the research.

6.3 Research Instrument & Methodology

Primary method of data collection was adopted. Data was collected in the office of different management colleges.

Table: 1 Age wise Distribution

Age	Frequency	Percentage
Below 35	07	0.14
36-45	08	0.16
46-55	10	0.20
55-60	23	0.46
Above 60	02	0.04
Total	50	100

Table: 2 Qualification wise Distribution

Qualification	Frequency	Percentage
Master Degree Holder	15	0.30
M. Phil. Holder	20	0.40
Ph. D. Holder	15	0.30
Total	50	100

Table: 3 Stream wise Distribution

Stream	Frequency	Percentage
Marketing	22	0.44
Finance	10	0.20
HRM	08	0.16
Retail	06	0.12
Others	04	0.08
Total	50	100

Table: 4 Factors responsible as driving force for Interdisciplinary Research in Management

Factors	Percentage
When Research Requires input from more than one discipline	10
To make research more meaningful and useful	15
Choice and Experience of researcher	07
For better result	08
For Further improvement	10
Total	50

Table: 5 Interdisciplinary Research in Management helps the most

Factors	Percentage
Academician	25
Corporate	10
Society	05
Research	08
Others	02
Total	50

7. Conclusion

Multidisciplinary nature of management makes Interdisciplinary research more acceptable as it moves to build bridges among different disciplines and streams. In this research paper, we have concluded that 25% academician contributed interdisciplinary research work majorly and 10% per cent from corporate sectors. Some of the factors which are driving force and 15% per cent most effective driving force in interdisciplinary research is to make research more meaningful and useful for the society.

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