

# Research Methodology

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**Abstract:**

This Research Methodology Module is designed to provide postgraduate students at UTHM with a structured and comprehensive approach to understanding and applying research methodologies in academic studies. It offers a detailed exploration of the principles, techniques, and ethical considerations that support scientific inquiry across diverse disciplines.

The module is carefully organized to guide postgraduate students through fundamental concepts of research, including hypothesis development, data collection, and analysis, with a balanced emphasis on qualitative and quantitative methods. It also features in-depth discussions on data analysis techniques and related aspects of research. Furthermore, the use of artificial intelligence (AI) in streamlining literature reviews is highlighted as a critical tool for postgraduate research endeavors.

This module represents a collaborative effort by academics to ensure its relevance and alignment with postgraduate academic needs. It serves as an essential resource for postgraduate students, empowering them to strengthen their methodological capabilities and excel in their academic pursuits.

**Keywords:** Axiology, Boolean Operators, Gap Identification, Key Concepts of Research, Ontology



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Penerbit  
UTHM

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# Preface

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The module is carefully organized to guide postgraduate students through fundamental concepts of research, including hypothesis development, data collection, and analysis, with a balanced emphasis on qualitative and quantitative methods. It also features in-depth discussions on data analysis techniques and related aspects of research. Furthermore, the use of artificial intelligence (AI) in streamlining literature reviews is highlighted as a critical tool for postgraduate research endeavors.

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# **MODULE 1: INTRODUCTION**

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# **MODULE 4A: RESULTS AND DISCUSSION (SCIENCE & TECHNOLOGY)**

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# **MODULE 4B: DATA ANALYSIS, RESULT & DISCUSSION (SOCIAL SCIENCE)**

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# **MODULE 5: ABSTRACT, CONCLUSION AND RECOMMENDATION**

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# **MODULE 6: THESIS WRITING, PUBLICATION AND COMMERCIALIZATION**

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# Biography



**Assoc. Prof. Dr. Wan Hanim Nadrah Wan Muda** conduct research in the area of management and leadership in education focuses on developing change management and effective leaders in educational institutions. She is an applied broad empirical interest focusing on mathematics education to examining and improving the nature of expertise in mathematics instructions. She is currently a faculty member, senior researcher of the Center of Research at University Tun Hussein Onn Malaysia; Advanced Center for Technical and Vocational Education (ACTiVE) and Affiliate Researcher of Malaysia Research Institute for Vocational and Training (MyRIVET).

She acquired B.Sc. in Computational Mathematics from Universiti Malaysia Terengganu (UMT) and M.Ed. In Technical and Vocational Education at Universiti Tun Hussein Onn Malaysia (UTHM). She further her study in PhD at Universiti Teknologi Malaysia in Technical and Vocational Education in 2013.

Dr. Wan Muda's primary research interests include organizational management and effective leadership. She has published research papers on knowledge creation and knowledge sharing in leadership capabilities. Most recently, she has been involved in a study on collaborative applied mathematics, technique and system development to addressed paddy disease.

She takes a mixed-method approach to create a research outcome stronger, leading debates about key issues and collaborating for change. One of the most satisfying aspects of her work is that it allows her to express and advocates her thinking in management and leadership challenges in education research.



**Assoc. Prof. Dr. Nor Lisa Sulaiman**, Ph.D. is currently a faculty member, research scientist, consultant, and trainer at Universiti Tun Hussein Onn Malaysia. Nor Lisa has more than 12 years of experience teaching research methodology. She obtained her B.Sc. (Hons.) in Electronic Communication Engineering and M.Ed. in Technical Education from Universiti Teknologi Malaysia. She continued her quest for knowledge by earning her Ph.D. in Education and Human Resource Studies with specialization in Leadership, Renewal, and Change: Curriculum and Instruction (Critical Thinking) from Colorado State University, U.S.A. in 2012.

Her commitment to knowledge expansion is evident in her diverse academic pursuits, including a two-year postdoctoral fellowship at the same university in 2017. She seeks to build more connections to explore and expand new possibilities for her knowledge and skills in her specific areas of research, consultation, and training.



**Dr. Hairuddin Mohammad** completed his PhD in Built Environment at the Faculty of Architecture, Planning, and Surveying, Universiti Teknologi MARA. Aside from teachings, he actively conducts research, publication, consultancy, and other related services. Having a speciality in competency development within the construction realm, he has and currently helped several organisations for strategic betterment, including the Department of Skills Development (DSD, MOHR), the Construction Industry Development Board (CIDB Malaysia), the Malaysian Qualification Agency (MQA), and other government and private entities - with his aim to contribute his humble expertise for the betterment of Malaysia's academia and industry.

Apart from being knowledgeable in translating research outcomes into commercial products, he has accumulated several awards in national and international competitions. Finally, since 2016, he has held several copyrights, industrial design, and patent files.



**Dr. Muhammad Faiz Ramli** is a lecturer at the Faculty of Mechanical Engineering and Manufacturing, Universiti Tun Hussein Onn Malaysia (UTHM). He holds a Bachelor's degree in Aircraft Engineering from Universiti Kuala Lumpur MIAT and a Master's degree in Aerospace Mechanics and Avionics from the Institut Supérieur de l'Aéronautique et de l'Espace (ISAE), which he completed in 2014. In 2020, he earned his PhD. in Mechanical Engineering from UTHM. Dr. Faiz's research interests focus on Artificial Intelligence, with a specific emphasis on computer vision and image processing techniques. His work aims to leverage these advanced technologies to address complex challenges in aerospace and mechanical engineering, contributing to the ongoing advancement of the field.



**Assoc. Prof. Dr. Khairunesa Isa** is an Associate Professor at the Centre for General Studies and Co-curricular, Universiti Tun Hussein Onn Malaysia. With over a decade of experience in teaching, research, publication, consultancy, and community engagement, she has made significant contributions to both academia and practice. Her research interests focus on Social Sociology, Social Sciences, and Human Resource Development. In her consultancy work, Dr. Khairunesa specializes in research methodology and training tailored specifically for postgraduate students, as well as corporate professionals. She is committed to equipping her clients with the necessary skills and knowledge to excel in their respective fields. A prolific author, Dr. Khairunesa has published extensively across various genres, including books, academic journals, and conference proceedings, with her work featured in both print and digital media. Her contributions reflect a deep commitment to advancing both scholarly research and practical applications.



**Ts. Dr. Mazidah Mat Rejab** is Senior Lecture at Faculty of Computer Science and Information Technology, Universiti Tun Hussein Onn Malaysia. She received BSc in Software Engineering at Universiti Teknologi Malaysia (UTM) and MSc in Software Engineering at Universiti Teknologi Malaysia (UTM). Her PhD degree in Software Engineering from Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia. She had 12 years industry experience in software engineering field.



**Assoc. Prof. Ts. Dr. Norhadilah Abdul Hamid** is a lecturer at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). She holds a BSc in Technology Management (Universiti Utara Malaysia), an MSc in Engineering Management, and a PhD in Management (Universiti Putra Malaysia). She teaches Technology Management, Innovation and Commercialisation Management, Production and Operation Management and Industrial Engineering. Her research focuses on technology and operation management.

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**Ts. Dr. Norliana Sarpin** is a Senior Lecturer in the Department of Construction Management at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). She earned her Ph.D. in Construction Management from Queensland University of Technology in 2015, following a Master degree in Construction Management (2006) and a Bachelor degree in Quantity Surveying (2000) from Universiti Teknologi Malaysia. Her research interests encompass construction management, sustainability in construction, facility management and human resource management in construction. Dr. Norliana has contributed to various publications, including the book "Inovasi Pengurusan Pembinaan" and several journal articles focusing on sustainable construction management practices.



**Assoc. Prof. Dr. Wan Mahani Hafizah Wan Mahmud** received the B.E. degree in biomedical engineering from the Universiti Teknologi Malaysia, Malaysia, in 2009, and later received her PhD. degrees in biomedical engineering from the same university in 2013. In 2014, she started joining the Department of Electronic Engineering, Universiti Tun Hussein Onn Malaysia, as a Lecturer. Her current research interests include ultrasound imaging, medical image processing, computer aided system, telemedicine, and rehabilitation.



**Prof. Ir. Dr. Chan Chee Ming** is a distinguished figure in geotechnical engineering, currently serving as a professor at Universiti Tun Hussein Onn Malaysia (UTHM). He earned his Doctor of Philosophy in Geotechnical Engineering from the University of Sheffield in 2006 and his Bachelor's degree in Civil Engineering from Kolej Universiti Teknologi Tun Hussein Onn in 2001.

Throughout his career, Prof. Chan has held several significant academic and administrative positions at UTHM. Notably, he served as the Deputy Dean (Academic and Research) at the Center for Graduate Studies from March 2015 to February 2017.

Prof. Chan's research primarily focuses on geotechnical engineering, with a particular interest in soil stabilization and the reutilization of dredged marine soils. His scholarly contributions are well-recognized, with his publications garnering over 1,300 citations, reflecting his impact on the field.

In addition to his research, Prof. Chan has authored and contributed to several books and book chapters, including "The Sinking Earth" published by UTHM in 2012, which delves into geotechnical challenges and solutions.



**Assoc. Prof. Dr. Alina Shamsuddin** is a Professor of Technology Management at the Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM), and one of the founding members of the faculty. She obtained her Ph.D. in Performance Measurement from the University of Strathclyde, Glasgow, Scotland in 2007. Her academic experience spans more than 20 years during which she hones her expertise in Technology Adoption, Supply Chain Management, and Halal Logistics. She is

actively involved in program development at UTHM and has more than 10 years of experience as a program and institutional auditor for the Malaysian Qualification Agency (MQA) and consulted by various Polytechnics, Kolej Kemahiran Teknologi Mara (KKTM), and vocational colleges for her expertise in academic assessment and assurance. She has led research portfolios valued at more than RM500,000 and has been involved in projects with a total value of almost RM2 million.



**Assoc. Prof. Dr. Zulida Abdul Kadir**, an associate professor at Universiti Tun Hussein Onn Malaysia, has authored works on Problem-Based Learning (PBL), Motivation, Communication and Language Teaching. She obtained her PhD and Master's degrees in Human Communication. She holds a bachelor's degree in English Language and Literature. Furthermore, she has accumulated over two decades of experience in the field of education. She instructs undergraduate students in English language and postgraduate students in Research Methodology. Her most proficient writing is in

the field of quantitative research. Her passion lies in travelling, and she thoroughly enjoys participating in students' activities, particularly mobility courses.



**Assoc. Prof. Dr. Eta Wahab** is an Associate Professor at the Department of Management and Technology, Faculty of Technology Management and Business, Universiti Tun Hussein Onn Malaysia (UTHM). She earned her Ph.D. in Management from Curtin University Australia, in 2010. Her research focuses on Human Resource Management, Management, Technology Management and Organizational Behaviour. She is also a certified Microsoft Certified Technology Specialist, a Power BI Data Analyst Associate, and a member of the Malaysian Institute of Management (MIM). She has also served as the chief editor for the Journal of Humanistic, Management and Social Science Review and is a reviewer for several other management journals. Dr. Eta has over 25 years of teaching experience, having taught a variety of courses including Management, Human Resource Management, Organizational Behaviour, Research Methodology, Service Management, Innovation and Commercialization Management, Technology Management, Occupational Safety and Health and Strategic Management.



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**Assoc. Prof. Ir. Dr. Shahrul Niza Mokhtar** is a lecturer at the Faculty of Civil Engineering and Built Environment, Universiti Tun Hussein Onn Malaysia. He earned his Ph.D. in Civil-Structural Engineering from Kyushu University, Japan, in 2013. His primary research interests include structural engineering, materials engineering, computational modeling of reinforced concrete (nonlinear finite element analysis and the smoothed particle hydrodynamics method), and impact engineering. Ir. Dr. Shahrul is a registered professional engineer with the Board of Engineers Malaysia (BEM), an ASEAN Chartered Professional Engineer, and a member of both the Institution of Engineers, Malaysia (IEM), and the International Association of Engineers (IAENG). He has published over 100 articles in international journals and conference proceedings.



**Assoc. Prof. Sr. Dr. Nazirah Mohamad Abdullah** obtained her PhD in Geomatic Engineering from Universiti Teknologi Malaysia (UTM) Skudai in 2017. She began her career as a lecturer in 1999 and is currently serving as a senior lecturer at the Faculty of Applied Science and Technology. In recognition of her dedication to mentoring, she was awarded the Best PhD Supervisor award in the Science and Technology category in 2024. Dr. Nazirah is actively engaged in writing scientific books and participating in innovative projects, contributing significantly to her field of expertise.



**Dr. Basil David Daniel** is a senior lecturer at the Faculty of Civil Engineering and Built Environment, Universiti Tun Hussein Onn Malaysia, specialising in Traffic and Transportation Engineering. With over 20 years experience in the academia, he obtained a Doctor of Philosophy from the University of Canterbury, New Zealand in 2013 and a Master of Science from Universiti Putra Malaysia in 2003.



**Dr. Norhalina Senan** is a Senior Lecturer in the Multimedia Department at the Faculty of Computer Science and Information Technology (FSKTM), Universiti Tun Hussein Onn Malaysia (UTHM). She completed her Bachelor of Science in Computer Science and Master of Science in Computer Science at Universiti Teknologi Malaysia (UTM). She later earned her Doctor of Philosophy (PhD) in Information Technology from Universiti Tun Hussein Onn Malaysia (UTHM). Norhalina Senan is actively involved in research, with her areas of expertise including soft computing, data mining, augmented reality, virtual reality, and human-computer interaction. She is dedicated to advancing knowledge and practical applications in these dynamic fields.



**Prof. Dr. Nor Hazana Abdullah** holds a Bachelor of Science in Psychology from Indiana University Bloomington, a Master of Science in Human Resource Development from Universiti Teknologi Malaysia (UTM), and a Ph.D. from Universiti Tun Hussein Onn Malaysia (UTHM). With over 20 years of teaching experience and 11 years of industrial experience, she specializes in Industrial Psychology, Organizational Behavior, and Human Resource Development.

An expert in quantitative research methodologies, Prof. Dr. Nor Hazana is proficient in both Covariance-Based Structural Equation Modeling (CB-SEM) and Partial Least Squares Structural Equation Modeling (PLS-SEM). She is also a Certified Competency-Based Talent Manager and a Power BI Analyst, with additional credentials including the Advanced Leadership Certificate from the Institute of Leadership & Management, UK.

Her academic and professional pursuits reflect a deep commitment to advancing human resource development and organizational excellence. Prof. Dr. Nor Hazana

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**Ts. Dr. Anizam Mohamed Yusof** is a Senior Lecturer at the Department of Vocational Education, Faculty of Technical and Vocational Education, Universiti Tun Hussein Onn Malaysia (UTHM). She began her academic journey with a Diploma in Electronic Engineering, followed by a Bachelor's Degree in Electrical Engineering and a Master's Degree in Education from Universiti Teknologi Malaysia (UTM). She later advanced her studies by earning a Doctor of Philosophy (PhD) in Special Education from Universiti Kebangsaan Malaysia (UKM).

Anizam possesses extensive experience and a strong dedication to qualitative research, with demonstrated expertise in understanding and applying qualitative methodologies within the domain of technical and vocational education and training (TVET). Her academic background and research focus reflect her passion for advancing knowledge and practice in qualitative research methodologies, contributing significantly to the field.



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# Research Methodology

This Research Methodology Module is designed to provide postgraduate students at UTHM with a structured and comprehensive approach to understanding and applying research methodologies in academic studies. It offers a detailed exploration of the principles, techniques, and ethical considerations that support scientific inquiry across diverse disciplines.

The module is carefully organized to guide postgraduate students through fundamental concepts of research, including hypothesis development, data collection, and analysis, with a balanced emphasis on qualitative and quantitative methods. It also features in-depth discussions on data analysis techniques and related aspects of research. Furthermore, the use of artificial intelligence (AI) in streamlining literature reviews is highlighted as a critical tool for postgraduate research endeavors.

This module represents a collaborative effort by academics to ensure its relevance and alignment with postgraduate academic needs. It serves as an essential resource for postgraduate students, empowering them to strengthen their methodological capabilities and excel in their academic pursuits.

