

“Let’s Write A Research Thesis”

Supportive Notes To An Online Course By MeanThat

1.2 Basic And Applied Research

There are tons of different approaches or stratifications of researches. You don't have to know all of these but you should definitely know the difference between Basic and Applied research. First of all, these are not two distinct areas, it's a bipolar axis and every researcher is going to position self in between these two extremes of having either basic or applied research.

So let's think about the description of these two extremes. With **basic research** you are trying to expand knowledge of processes of business and management, this will result in a universal principles that can be used anywhere to improve such processes.

While with **applied research** you try to improve the understanding of particular management problem, this will result in a solution to a particular problem.

I think here you can see the point, and I would like to note that **neither of them is better than the other**, they just serve different purposes. So when you will be writing your research think about where between these two are you positioned.

The basic research is usually done at universities and applied is occurring more in companies or other organizations because these are obviously often facing particular problems that need to be solved using research.

One more thing, as a university student never try to get too close into either of these extremes. Why? Because purely basic research is very hard and expensive, so you will not manage that. And on the other hand, purely applied research is a consultancy. Which is cool and beneficial to consult a company, but I guess that your university supervisors and examiners will not really like it. So, position yourself in between these two.