

PHILOSOPHICAL UNDERPINNING OF MANAGEMENT RESEARCH IN SCIENTIFIC PARADIGM: ROLE OF EPISTEMOLOGY AND ONTOLOGY TOWARDS METHODOLOGY

Lenaduwa, L.L.Y.R

University of Peradeniya, Sri Lanka

It could be observed a lack of theoretical underpinning of epistemological insights contribution to knowledge creation in management research. To address these theoretical and empirical research gaps the research suggests an epistemological model of different dimensions of knowledge. This model allows researchers to align and integrate six types of explicit knowledge towards a mode of knowledge conversions and thereby building a bridge between previously largely unconnected epistemological fields in management research of scientific paradigm. The research suggests a multidirectional network of knowledge creation in order to bridge the scholarship gap in practice with epistemological reflections. This paper explores the philosophical underpinning of the scientific research paradigm, focusing on the meanings and processes of management research enlightening the importance of epistemological knowledge in the management research. The main objective of this paper is to provoke a debate and reflection upon the different issues in which the researchers engage, when academician and organization doing research. Management researchers and practitioners undeniably accept there is a gap exists between researchers and practitioners. The research suggests that relevance depends not only on the content and focus of the research itself, but also on how academics position their work in generating and developing knowledge to inform organizational practice.

Keywords: *Epistemology; Knowledge; Management research; Ontology; Positivism*
