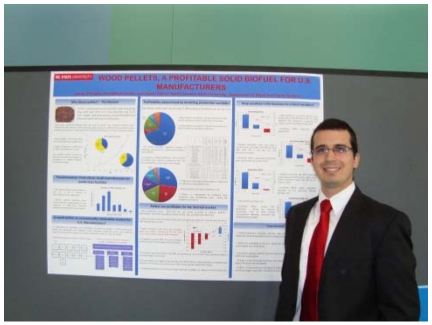
Research Methods for Business and Management

Session 4- Research Poster Guidelines

Andre Samuel

Assignments overview - structure

Research Methods poster



Research Methods 2500 w assignment

- Introduction
- Literature Review
- Research Design

Major Project – 10,000w assignment

Primary data

- Introduction
- Literature Review
- Research Design
- Findings
- Analysis
- Conclusion

Secondary data

- Introduction
- Literature Review
- Research Design
- Analysis
- Conclusion

What is a Research Poster?

- A research poster is very different from a paper or a talk, and to produce one requires different techniques.
- Simplicity is essential in a poster – it should tell a story.
- A typical reader may spend only 5 minutes looking at your poster,
- There should be less clutter and more brief informative statements, with attractive, enlightening graphics.
- It should not contain a lot of details—you can always explain the fine points to interested participants.

- They allow the student the freedom to present initial ideas, or work in progress, in a clear and compelling manner

- The most usual format is a PowerPoint slide (use a template), Three columns, Plenty of appropriate figures and diagrams as well as text

- The aim of your research poster is to explain your initial ideas, and to obtain rich feedback from your lecturer.

- You have to use large enough fonts so people will not have to squint to read the material

- Make your poster visually appealing. Have fun. Be creative. Incorporate colour. Use photographs, graphs, charts

- For Further Guidelines see:
- http://www.personal.psu.edu/drs18/postershow/#

Research Poster Content Guide

Title

- Initially this might be regarded as a working title
- Ideally should mirror closely the content of the poster.
- In general, a good title will get people to stop and listen.
- The purpose of the title is to give a name to what you do
- Your title should not be over long, 10 words +/- 2 words
- Titles have two key elements:
  - ***Aspect –*** this is the particular focused area of your study
  - ***Scale –*** for who or where the research is being done

Introduction:

- Start with an exciting opening line.
- Should provide the **background** to your study
- **Define** any key words or terms
- **Introduce the ISSUE** and the context you are interested in.
- Give **examples of empirical evidence** to illustrate your issue. Could use a chart.
- Use academic **literature to support your claim** of the Issue. i.e. make sure to cite authors.
- Outline the main **RATIONALE** for the research. What could this research shed light on?

- State your:

Research Question- ideally one main research question

Aim- the main outcome of the research

Objectives- decomposition of the aim, ideally 3 objectives.

Please see Lecture 2-
http://www.samuellearning.org/Research_Methods/Session_2_Clarify Topic.pdf

Literature

- This involves a shortened literature review that critically **analyses the work of leading authors** relevant to your own research issue
- Ideally, brief **reference should also be made to existing studies** that are relevant to your own work
- Use at least **6 Journal Articles** on your topic area/issue to put together the preliminary review
- At the end of the review, you need to say how your own research fits into the current literature.
- Say how your research project will **contribute to knowledge**, and **fill an existing gap**.
- Make sure that the Harvard referencing system is applied in the correct way

Methodology

- **Introduce** the section by saying that the research design is based on operationalizing the research objectives and ensuring the research question is answered
- Give an indication of **your Research Approach** i.e. whether your research will be inductive or deductive
- Give an indication of **your Research Strategy** i.e. whether your research will be Qualitative or Quantitative
- Give an indication of **your Research Design** for your project. i.e. Case Study, Survey, Ethnography etc.
- In particular, it is important that you establish a plan for **data collection** i.e. the methods you would use e.g. Questionnaires, Interviews etc. and **HOW**

Research Poster- marking criteria

Does the working title mirror closely the content of the poster, and is that content appropriately focused? **(Maximum 20%)**

Does the introduction section of the poster establish the problem or situation the student is interested in, and the academic and practical context in which it is set? **(Maximum 20%)**

Does the literature section of the poster identify a body of relevant academic literature and a literature gap? **(Maximum 30%)**

Does the methodology section of the poster outline a research design and methodology, and is there a plan for data collection and analysis? **(Maximum 30%)**

Submission Requirements

- **Save Poster as a PDF**
- **Upload to TURNITIN UK**
- Assignment coversheet is optional

Examples

Please note the following examples are for the sole purpose to demonstrate the look and feel of the Poster.

They are based on previous assessment criteria

Employee Engagement: A Case Study at Baker Hughes a GE company in Trinidad and Tobago

1740610/1 Anglia Ruskin University

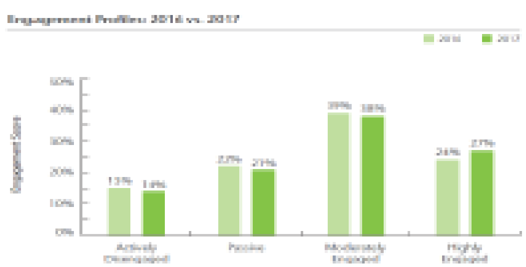
Introduction

Transformational leadership leads to the empowerment of employees that improves employee's engagement (Dvir et al., 2002). Transformational leadership style encourages the human resource and culture practices that motivate employees to participate in organizational development. Employee's involvement within an organization can be measured as a foundation of innovation and growth.

However, leaders of multinational companies are not succeeding in the attainment of employee engagement critical to an organization's competitive edge.

Research Issue

Of 8 million employees from 1000 companies surveyed only 65% are engage, of this 65% only 27% are highly engage.(Aon, 2018).



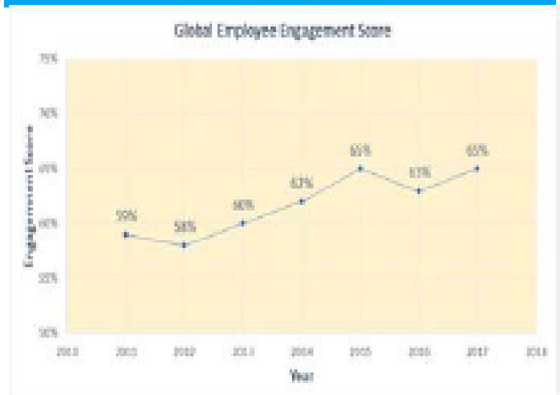
Source: Aon 2018

Research Literature

Burns(1978) defined transformational leadership as a process where leaders and followers help each other advance to a higher level of moral and motivation. Kahn (1990) postulated employee engagement optimize the employees role in an organization.

This research will shed light on transformational leadership style used to engage employees in multinational companies unique to Trinidad.

Evidence of Issue/Rationale



Source : Aon 2018

Research Question

How can transformational leadership be used to engage employees at BHGE?

Research Aim

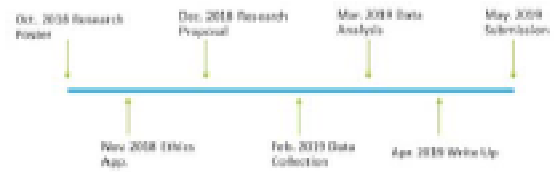
To synthesize the role that Transformational Leadership plays in creating employee engagement

Objectives

1. To critically analyze the current level of employee engagement at BHGE Trinidad.
2. To critically analyze the propensity of transformational leadership traits to drive employee engagement at BHGE Trinidad.
3. To synthesize the existing gaps in the current transformational leadership practices at BHGE Trinidad

Methodology

This research will be conducted using a qualitative approach, evidence will be gathered using questionaries which are the views and perception of employees and leaders at BHGE. Research will be conducted using the following time line.



Conclusion

This research will provide useful insights on transformational leadership and employee engagement for multinational companies conducting business in Trinidad.

This research intends to contribute to the knowledge on Transformational leadership and employee engagement specific to Trinidad.

References

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Entrepreneurial Challenges in Trinidad and Tobago during a recessionary period.

SID 1740607 | Lord Ashcroft International Business School | Anglia Ruskin University

Introduction

Entrepreneurship is the creation of new ventures by individuals or groups through which new economic or social value is created in communities or regions (Müller, 2016).

With falling prices in world markets for Oil and Gas as well as reduction of proven reserves, the diversification of the Trinidad and Tobago economy towards alternative sources revenue outside the energy sector is of paramount importance, (GEM, 2014).

Entrepreneurship is considered a vehicle for economic transformation and diversification in developing nations (Azmat and Samaratunge, 2009). However, entrepreneurial activity in Trinidad and Tobago has been declining in recent recessionary years.

Research Issue and Literature

Trinidad and Tobago is has historically been heavily dependent on Oil and Gas as the major economic driver and data has shown that prices of these commodities have been volatile amassing a low point in 2016 impacting revenues negatively and causing budgetary forecasting to be difficult in recent years, (Edwards and Woolford, 2018).

As a result, stimulation and growth of the Trinidad and Tobago domestic business environment with the aim of improving entrepreneurial activity is required to foster meaningful growth and development, (IMF, 2018) and reduce the dependency on Oil and Gas revenues.

Figure 1 demonstrates that Entrepreneurial activity in Trinidad and Tobago has been declining. Reasons for this should be sought and understood so that mechanisms can be put in place to counter this trend.

This research will address gaps in the existing literature on Entrepreneurial challenges (Müller, 2016) and shed light on practices in Trinidad and Tobago as entrepreneurship continues to be a phenomenon that is inherently difficult to study (Gartner and Shaver, 2011).

Alternately, other gaps identified by (Devece, Peris-Ortiz and Rueda-Armengot, 2016) opines that existing literature does not address how the environment impacts entrepreneurial dynamics.

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Evidence of Issue / Rationale

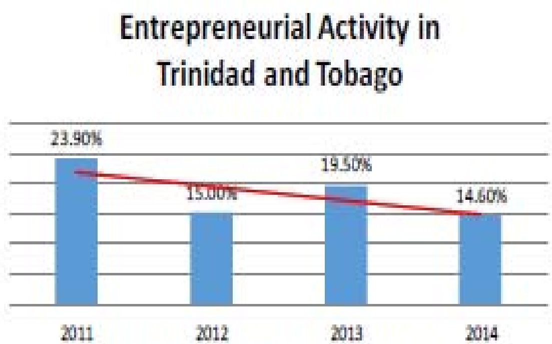

Fig. 1 - Adapted from Global Entrepreneurship Monitor Counrty Report 2014

Research Question

What are the challenges that Entrepreneurs face in the declining economy of Trinidad and Tobago?

Research Aim

The aim of this research is to amalgamate the challenges entrepreneurs in Trinidad and Tobago face during a recession thereby enabling future entrepreneurs to synthesize the best practices adopted to ensure continued business success.

Objectives

1. To analyze entrepreneurial activity in Trinidad and Tobago during a recession.
2. To assimilate entrepreneurial best practices that enables success in a difficult economic environment.
3. To formulate guidance on fostering entrepreneurial growth in Trinidad and Tobago.

Methodology

This research will be conducted by adopting a qualitative approach as the data being gathered is contingent on the perceived views of the current entrepreneurs in Trinidad and Tobago.

The research will utilize journal articles, interviews with entrepreneurs and questionaries' to collect data relevant to the research objectives. Data available in the public domain from sources such as the Central Bank of Trinidad and Tobago and various government ministries will be used to evaluate from the macroeconomic perspective. The following timeline shows proposed milestones.

Conclusion

Entrepreneurial activity is at the core of economic transformation in a developing nation such as Trinidad and Tobago. The research intends to provide additional knowledge to foster business diversification with entrepreneurial survival in a recession as the focus.

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CUSTOMER SATISFACTION AT THE INTER-ISLAND FERRY SERVICE OF TRINIDAD AND TOBAGO

SID: 1820349/1 | Lord Ashcroft International School of Business | Anglia Ruskin University

Introduction

Customer satisfaction is one vital component to organizational success. This is because satisfied customers are often repeat purchasers, can potentially become loyal (Wilson et. al, 2008) as well as provide a rich source for positive recommendations. This translates into increased sales revenues which is inextricably linked to business success.

With the steady decline in state income, state enterprises such as the Port Authority of Trinidad and Tobago, are being encouraged to increase revenue in order to curb dependency on state subsidies and transfers. Statistics also show that the fleet assigned to the Ferry Service is not optimized (Port Authority of T&T, 2019) with passenger numbers below 50% of vessel capacity most sailings.

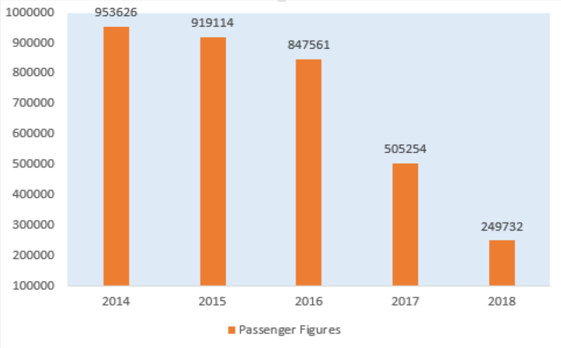
This research is research is geared to shed light on ways in which the Ferry Service team can improve its service offerings. This research will be instrumental in increasing customer satisfaction and its attendant benefits.

Literature

Customer dissatisfaction has risen in recent years. This is evidenced in the rhetoric of several stakeholders ranging from the proverbial man on the Clapham bus to the Tobago arm of the Chamber of Commerce. The amalgamation of discontent is manifest in the sharp decline in the number of passengers who traverse the inter-island sea bridge..

European research confirms a causal link between customer satisfaction and economic returns (Anderson, Fornell, Lehman, 1994). Further research undertaken in India suggests that the most salient factor affecting customer satisfaction is employee behaviour (Agarwal, 2008)

There exists however, a dearth of data locally which demonstrates any such relationship. This research seeks to address this gap and will prove useful to both public and private sector organizations. Specifically, it will inform the Port's service strategies as it relates to customer satisfaction - a by-product of which is increased revenues.



Adapted: Statistics provided by Port Authority of T&T 2019

Research Question

To what extent is the inter-island ferry service effective in providing customer satisfaction to its users?

Research Aim

To determine the effectiveness of the inter-island ferry service team in providing satisfactory service to its customers with a view to improve customer satisfaction.

Objectives

1. To critically probe current levels of customer satisfaction and its impact on passenger volume.
2. To consider and examine the key drivers of customer satisfaction.
3. To yield a service model which provides increased/ maximum customer satisfaction.

Methodology

This research methodology is synthesized to address and operationalize the research objectives such that the research objectives will be duly realized. A deductive method will be used to benchmark institutional practice against theory.

In addition, data collection will be qualitative in the form of questionnaires and interviews. This combination will ensure that the data requirements to achieve the research objectives are met. Though previous research is focussed on external customers, this research will include internal customers as we believe this will build customer satisfaction awareness.

The research will be conducted using a case study model with the Ferry Service at the epicentre of the analysis.

References

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CRM Strategies:
Building Customer Loyalty in Trinidad and Tobago's Banking Sector

1820342/1| Faculty of Business and Law | Anglia Ruskin University

Research Question

What are the key CRM strategies that can be used to increase customer loyalty in the banking sector?

Introduction

In today's society consumers are empowered through information and technology. They are more involved, knowledgeable and aware of financial product characteristics (Raghunandan et al, 2012) therefore resulting in brand switching behaviour. They are desirous of receiving the best service that provides the most convenience, and are willing to switch banks to receive same (Weiss, 2015) as shown in the diagram below.

The banking sector in Trinidad and Tobago can be described as oligopolistic as the industry is dominated by eight Banks. With these issues at hand and the highly competitive environment, it is important for Banks to enhance customer life-time value and generate customer loyalty through the implementation of customer relationship management strategies(Sahu and Hota, 2015 .

Top Twelve Reasons for Switching Financial Institutions – Past 12 months

Weiss (2018) cited Digital Scientist (2015)'

Research Aim

To synthesize CRM strategies to increase customer loyalty in the banking sector.

Literature

Berry (1983) introduced and defined relationship marketing (RM) as 'attracting, maintaining, and enhancing customer relationships'. (Sahu and Hota, 2015). It pushed businesses to evolve from transactional to relationship marketing as Shani and Chalasani (1992) argues that a strong network with individual customers will benefit both parties. Stoekbacka et al (1994) stated that Berry's theory focused on acquiring customers which does not necessarily develop into long term relationships. Therefore there was a paradigm shift from customer acquisition to retention (Morgan and Hunt, 1994; Sheth and Kellstadt, 2002). Through the years RM evolved into CRM.

Vavra (1992), Brown (2000) and Mylonakis (2009) expounds CRM as the process or tactics implemented to maintain long term relationships with customers (Anbuoli and Thiruvenkatraj, 2013). In an expanded view, Rezghi et al (2014) encapsulates CRM as 'a customer-focused business strategy that dynamically integrates sales, marketing and customer care service in order to create and add value for the company and its customers'. This process includes perpetual recognition, attraction, development and maintaining successful customer relationship for increasing profitability due to repeat purchasing and word of mouth advertisements that will directly affect a company's maintenance and profitability.' (Cvijovic et al, 2017)

Girdhar (2009) states that satisfying one's customers through building and maintaining good relationships can help a bank's customer retention. Similarly, Kumar and Rajesh (2009) claims that addressing the challenges affecting customer relationship can help a bank to grow (Sahu and Hota, 2015). Bansal and Sharma (2008) agrees that maintaining quality customer service, customer satisfaction and retention through appropriate CRM strategies results in growth and profitability for organizations within the banking sector.

Therefore this research will address the existing gaps in the literature since there is little known research in the banking sector in Trinidad and Tobago

Objectives

1. To critically analyze the current CRM strategies in the banking sector
2. To analyze the level of customer loyalty strategies and its drivers
3. To synthesize the CRM gaps identified

Methodology

This research methodology designed herein will address and operationalize the research objectives. A qualitative approach will be utilized since the evidence acquired will be reliant on the perception and views of the research participants. Questionnaires and interviews will be conducted (Wilson, 2014) to evaluate the customers view of the Bank's CRM strategies against the actual strategies utilized. A single case study strategy will be used to collect the data required to achieve the objectives of this research.

References

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Employee Engagement in a Banking Environment of Trinidad

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Introduction

The discussion of employee engagement is no longer taboo in today's organisations. In an article published by the Trinidad & Tobago Guardian (2015) it stated that employee engagement is now capturing the attention of businesses as low engagement can be a liability.

A research conducted by Gallup (2013) states that 13% of the global employees are engaged, 64% not engaged and 24% disengaged. As organisations are focusing more on their employees a more recent research by Aon Hewit Consulting (2018) found that approximately 27% of employees globally are highly engaged. Figure 1 illustrates the extent to which employees are engaged globally from 2016 to 2017 (Aon, 2018).

Khan (1990) suggested a "radical" approach which shifted the focus from management towards how employees felt towards their job. Khan thus defines employee engagement as the "harnessing of organisation members" selves to their work.

This view is supported from the ideology of Witemeyer (2013) who states that engaged employees display various potential benefits to the organisation. Aon (2018) noted that in 2017 rewards and recognition, senior leadership, career and development were the top drivers of employee engagement.

Research Question

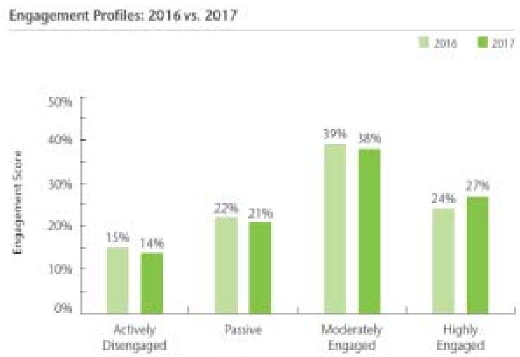
What are the key drivers that can be implemented to improve employee engagement.

Research Aim

This research aims to show the importance of employee engagement and its advantage on organizational success.

Objectives

1. To identify the established practices of employee engagement in the Bank.
2. To determine the barriers to employee engagement.
3. To identify the gaps that exists in the implementation of employee engagement practices.



Source: Aon (2018)

Literature Review

Several theoretical frameworks surrounding employee engagement have been developed, which speak to its multi-faceted construct. However, there are still gaps as very little academic literature exists on this complex issue. (Kular et al, 2008; Bedarkar & Pandita, 2014; Macrothink Institute, 2019).

Khan (1990), looks at the needs-satisfaction framework and viewed the importance of engagement based on how employees felt towards their work driven by meaningfulness, psychological safety and psychological availability. Maslach et. al (2001) alternatively states that burnout is the anthesis to engagement where the job is no longer fulfilling and employees experience exhaustion, cynicism and ineffectiveness.

Baker et al. (2003) addresses the job demand-resource model in relation to the physical and psychological factors which simulate engagement and growth, also echoed by Saks (2006). According to Bedakar, Pandita (2014) core drivers of employee engagement are *communication* (MacLeod and Clarke, 2009), *work life balance* (Estes & Michael, 2005) and *leadership* (Xu and Thomas Cooper(2010).

Applying the social exchange theory (Materson et al, 2000), suggests that employees who receive value as a return on services can have positive results towards organisational loyalty and responsibility. Levinson (1965) supports by stating that employee engagement is a transaction of labor, loyalty, interest and social rewards beneficial to both parties.

There is still paucity of literature to concretize the definitions and elements of engagement especially in Trinidad & Tobago. Hence this research will seek to identify and analyse these gaps in relation to a banking environment in Trinidad.

Methodology

The methodology that will be used in this research will follow an inductive process (Hyde, 2000) involving a qualitative strategy (Lincoln, 2008). Teddlie & Tashakkori (2009) supports to use qualitative methods for gathering, analysing, interpreting and presenting narrative information."

Data collection (Wilson, 2014) will be in the form of interviews, company records, published articles and existing theorists harmonizing with the research objectives. An analysis will be undertaken, conclusions drawn and recommendations made. The process will be rolled out using a case study approach which will facilitate the exploration of a variety of data sources (Barker & Jack, 2008).

Conclusion

Leading theorists and studies on employee engagement underpins organisations successes to employees whose value is recognised. While engagement may vary according to the nature of organisations and countries, employee disengagement is costly. Fang et al., (2010) provides support that engaged employees become empowered, experience self-worth and ultimately demonstrate organisational loyalty.

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Social Media Marketing on Brand Equity and Student Recruitment: A Case Study on the University of Trinidad and Tobago.

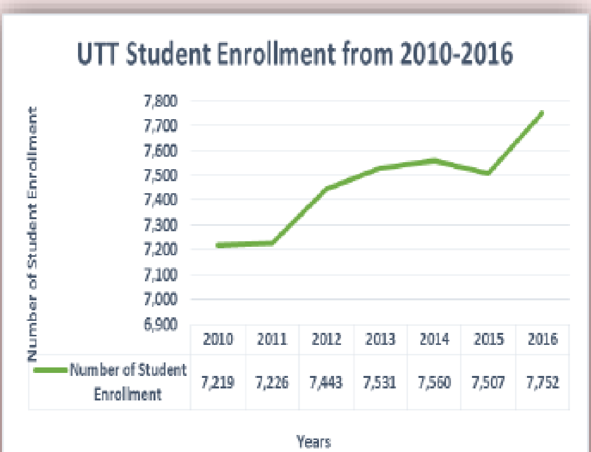
1820767 | Faculty of Business and Law | Anglia Ruskin University

www.utt.edu.tt

Introduction

This study examines social media marketing (SMM) in relation to brand equity and student recruitment at the University of Trinidad and Tobago (UTT). It will explore Aaker's theory of brand equity and its effects on student recruitment.

Today's constantly changing economic landscape fosters a fluctuating number of student enrollments within tertiary education in Trinidad and Tobago (T&T) (World Bank Group, 2019) as seen in the diagram below. Therefore, increasing the demand and competition for prospective and alumni students in the university sector.



Source Author, 2019

As such, it is vital that universities achieve a competitive edge by employing effective SMM strategies.

Research Question

How can SMM be used to promote brand equity to increase student recruitment at UTT?

Research Aim

To critically evaluate SMM strategies to improve brand equity and student recruitment at UTT.

Objectives

- To critically analyze the current level of SMM at UTT.
- To evaluate the current level of brand equity and student recruitment at UTT.
- To evaluate the relationship between SMM, brand equity and student recruitment.

Literature Review

According to Rubathee & Rashad (2013), SMM is defined as, "the use of social media channels to promote a company and its products." Therefore, universities can promote their programmes using SMM.

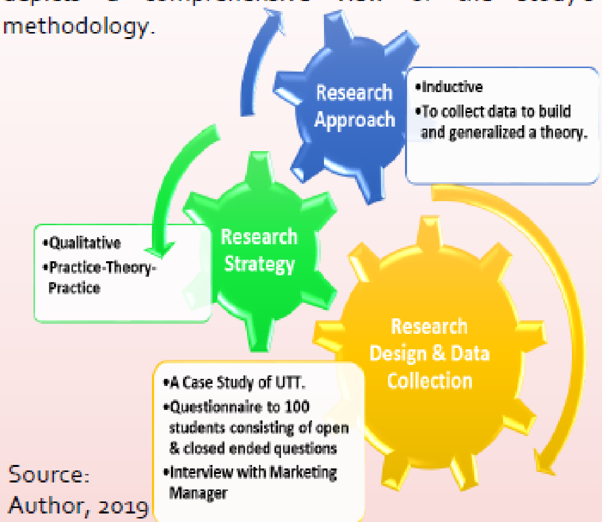
Haynes et al, (2009) in their study concluded that "there exist a significant relationship between prospective students who logged onto a social media network and the probability of them applying to the university."

A study by Bazaarvoice, (2012) indicated that "51% of 'Millennials' makes decisions based on recommendations of strangers on social media." In T&T by 2012, "more than 42% of 18-35 year-olds spend more than 11 hours a week consuming digital media."(Guardian,2014). Thus, universities can utilize SMM to foster communication and engagement with potential students (Rutter, et al., 2016; Singh,2018). Others may hold the view that SMM encourages false advertising (Rubathee & Rashad, 2013) which may negatively impact brand equity and its effects on student recruitment.

Leading authors postulated that SMM influences brand equity (Kim & Ko, 2012). Little is known about the influence of SMM on brand equity and its effects on student recruitment. Therefore, this study seeks to add to existing literature from a Caribbean perspective.

Methodology

The researcher seeks to satisfy the aims and objectives as well as provide empirical evidence to support the research question. The diagram below depicts a comprehensive view of the study's methodology.



Source: Author, 2019

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Entrepreneurial Intention: boosting agricultural entrepreneurship in the Princes Town community.

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Introduction

Entrepreneurial Intention is viewed as a state of mind that prompts persons to create new firms or new value drivers inside existing organizations. (Guerrero et al., 2008).

Trinidad and Tobago's economy depends heavily on the oil, gas, and manufacturing sectors, (GEM 2017). Together, these sectors contribute to over 80% of the nation's GDP, while agriculture contributes just 0.6%. (World Bank: World Development Indicators).

The country incurs an annual Food Import Bill (FIB) of TT$6bn with minimal growth in employment in the agricultural sector. (CBTT, 2019). Motivating more persons to pursue agricultural enterprise may reasonably reduce the FIB while boosting the employment statistics shown in Figure 1, at right.

Research Question

What are the key drivers of agricultural entrepreneurship in the Princes Town district of South Trinidad?

Research Aim

To analyse the key drivers fostering continued agricultural entrepreneurship in the Princes Town community, thereby determining optimal strategies for increasing the number of entrepreneurs in this sector.

Objectives

1. To analyse the level of agricultural entrepreneurship in the Princes Town district.
2. To assimilate the antecedents of Agricultural entrepreneurial intention in the Princes Town community.
3. To recommend optimal strategies for achieving increased and committed pursuit of agricultural enterprise.

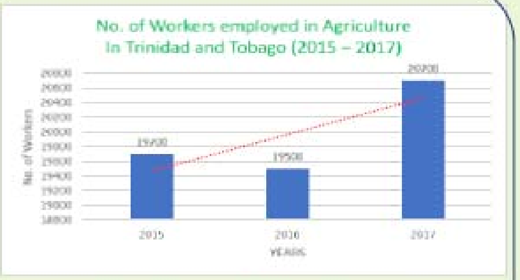

Fig. 1. Employment in the Agricultural Sector

Source: Central Statistical Office (CSO)

Literature

Focus on entrepreneurial intention is rooted in the Social Learning Model (Bandura, 1977), The Entrepreneurial Event Model (Shapero and Sokol, 1982), and Ajzen's Theory of Planned Behaviour (1991). These theories identify antecedents of entrepreneurial intention as individual beliefs and behaviours influenced by self-efficacy, subjective norms, and personality traits.

Later studies identify entrepreneurship education (Lee, et. al, 2005), motives and barriers (Giacomin et. al, 2011), peers (Falck, et. al., 2012), individual and family background (Falck and Woessmann, 2011), and institutional environment (Diaz-Casero, et. al., 2012), as the main drivers influencing entrepreneurial intention.

Identification of agricultural business enterprise resulting from associated, targeted educational **exposure, for example, would support Lee's argument** and justify further pursuit of similar educational initiatives. Nevertheless, limited research was found, in this field of study, for the local jurisdiction, when searched using leading journal databases. This study will therefore supplement existing literature and provide further guidance; specific to Trinidad and Tobago's circumstances.

Methodology

The research design is based on operationalizing the research objectives and ensuring the research question is addressed.

The research approach will be inductive as data will be collected by interviewing existing agricultural practitioners to determine factors influencing their decision to pursue agricultural enterprise.

The research strategy will be qualitative since identified antecedents may vary widely according to personalities, circumstances, environment, and other influences.

The research design will be based on Grounded Theory in order to determine as many causative factors as possible.

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