Research Methods for Business and Management

Session 7- Research Proposal Assignment Guidelines 2018-19

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Chapter 1- Introduction

• This section should set the context of your research

• When the examiner reads this section they should thoroughly understand:
  – Exactly what you are doing
  – What is the strategic problem you are trying to solve
  – Why it is important to solve this problem
  – Your aim and objectives of the research
Introduction Breakdown

• Title:
  – Remember we do not want an overlong title
  – **Must** be a name to what you are doing, like a novel
  – **Should** capture the readers attention
  – **Not** a description of what you are doing
Introduction:

• 1.1 Introduction:
  – Should provide the background to your study
  – Define your topic area
  – Introduce the ISSUE
  – Indicate of the theoretical perspective you intend to bring to your study i.e. Underlying Theory
  – Outline the main RATIONALE for the research. What could this research shed light on?
Introduction:

1.2 Problem /Issue Definition

- **Why is it an issue now**, today?
- Discuss the **main issue** or problem under research
- Discuss the symptoms of the issue
- Give examples of empirical evidence to illustrate your issue (research data, from secondary sources)
- Use academic literature as well to support your claim of the issue
Introduction:

• 1.3 Rationale or Worth:
  – Should give **reason as to why** this problem should be understood
  – Must say why this problem should be solved
  – Must provide **evidence of the rewards** of solving this problem to the industry, sector or organization
  – Could say how the research outcome will be of **value** in solving the problem
  – **Use theory** to provide the **strategic benefits** and to support your research idea, that it can indeed solve the problem
Introduction:

• 1.4 Research Question:
  – Avoid a question that will give you a yes or no answer
  – Avoid words that suggest relationship between variables such as: effect, influence, impact, determine, association
  – Usual to begin RQ with **WHAT, HOW, CAN**
  – Avoid using IS or WILL

• Be sure to illustrate your **strategic intent** through your RQ
– Make sure to **discuss** the research question
– Providing a question alone would not be very useful
– **Justify** the research question by saying that this would involve doing exploration, explanatory etc research
– Discuss the focus of your research
– Remember that your problem definition would have clearly lead you to the RQ
Introduction:

• 1.5 Aim:
  – **One** aim is all we need
  – The aim should be the end product of the entire research
  – i.e. the major outcome of the tedious research process
  – Should **provide an answer to your RQ**
  – Remember to use a **high level verb**
Introduction:

1.6 Objectives:

- **3 to 4** objectives is sufficient
- The objective should represent milestones in your research project
- It should build up to the aim at the end
- It should be documentable in your report
- Remember that project tasks are **not** objectives
- Think of the things that you would have to do in order to answer your RQ or achieve your Aim
- **Progressive, Action, Outcome, Evidence**
- Do not forget to **use high level verbs**
Chapter 2- Literature Review

• The theme or areas review **MUST** be linked to your RQ and Objectives
• Think of the areas that you need to understand in order to answer your RQ
• Develop a **theme/s**- tell a story- Relevance Tree
• Start by introducing the topic area
• Establish the link to the situation being investigated
• Critically review the literature!
Literature Review:

- Critical means to bring out the debate or argument- for, against, neutral, your position
- It is important that you say so what? Of the literature

- Highlight gaps in the literature
- Remember get to the source of the work, do not rely on others to say what someone else have said

- You need to review 5 or 6 sources at this stage
- Might be useful to review one case study of the phenomena you are researching
Literature Review

• Must demonstrate a command of the Literature at the end
• Should set up a Conceptual framework for the research
• Don’t be afraid to use headings and sub-headings
Structuring your Lit Review

General level of knowledge

- Provide Brief overview of key ideas and themes
- Summarize, compare and contrast the research of the key writers

Narrow down to highlight previous research work most relevant to your own research

- Provide a detailed account of the findings and show how they are related
- Highlight those aspects where your own research will provide fresh insights
Structuring Cont’d

• The idea is that you try to **funnel** your discussion

• Start with a broad discourse i.e. general

• Then **drill down** to the key work which is most appropriate to answering your research question (well as much of an answer as you can get)

• Most importantly organize your discussion according to a **THEME**, sort of like telling a story
Developing a Conceptual Map

• A conceptual map is a visual display of the theory or theories that is relevant to your study

• A picture of what the theory says is going on with the phenomenon that you are researching

• A concept map consists of two things:
  – concepts and
  – the relationships among these
• At the end of the Lit Review you must build a **Conceptual Map** - an *integration* of the key theories and concepts reviewed

• The Conceptual Framework is developed as you review the literature, theories or concepts in the body of the Lit Review

• The key is to:
  – Include the concepts and theories that are relevant to your RQ and Objectives
  – Link the theories to your Research Issue
  – Be critical
  – Use a theme
A useful technique

<table>
<thead>
<tr>
<th>Concept</th>
<th>Notes</th>
<th>Author/Source</th>
<th>Interpretation or your Point of View</th>
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Theme B

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<th>Concept</th>
<th>Notes</th>
<th>Author/Source</th>
<th>Interpretation or your Point of View</th>
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Common Faults

• No theme connecting all the elements together
• Too narrow a view of the topic area
• Only a justification for the research idea is given
• Repeating the same materials several times
• Too few sources used
• A narrow range of sources is used i.e. only internet ones
• Poor use of citations
• **No student content and the work relies entirely on the quotation or paraphrase, etc**
• The student has no idea whether they are quoting, paraphrasing, summarising, analysing, etc
• Plagiarism
Basic Structure of Lit Review

• **Introduction**- start strong by bring relevance to the topic area, outline the key aspect that will be reviewed

• **Body**- this is were you build up the conceptual framework, review the key concepts and theories

• **Summary**- here you summarize your framework, convey and highlight the concepts that were central to analyzing your subject. Present the Conceptual Framework
Chapter 3- Research Design and Methodology

• Most student omit relevant details in this section
• This section requires careful thinking
• Your research design operationalize the objectives of the study
• It is the HOW?
• How are you going to achieve your objectives
• Must outline all key areas:
  – Research Paradigm
  – Research Design
  – Research Technique/Method
• 3.0 Introduction
  – Define research design
  – Use Honeycomb or Onion model to outline the contents of the chapter
3.1 Research Paradigm

• Should also discuss the type of investigation e.g. descriptive, explanatory, exploratory.

• Define research Paradigm, say it is determined by your philosophical choices

• **3.3.1 Research Philosophy**
  – Start with a discussion of **Epistemology**- Knowledge and Knowing
  – Move on to the idea of **Ontology**- Reality
  – Discuss whether your research will be based on Objective or Subjective Reality
  – You must decide on whether you are using a **Phenomenological OR Positivistic paradigm OR Pragmatism/Mixed Methods**
  – Justify your choices by using theory and apply to your research context.
– 3.3.2 Research Approach

• Define both Inductive and Deductive Approaches
• Must discuss whether you are using Inductive or Deductive role of theory
• It is important that you justify your choice given the context of your research
• It might be useful to say why the other cannot work or why it might not be applicable

– 3.3.3 Research Strategy

• Define Quantitative, Qualitative and Mixed Methods
• You must then relate that to whether you are following a Quantitative or Qualitative approach or Mixed Methods
• Justify your choices by using literature and apply to your research context.
• It might be useful to say why the other cannot work or why it might not be applicable
3.2 Research Design

• Must outline the strategy chosen either; action research, survey, ethnography, case study etc.

• Should justify your choice, again use theory and apply to your research context.

• Explain how the methodology would be rolled out i.e. your idea for action:
  – Full details needed here
  – Not good enough to only state choice
  – Must give the time horizon of your research, either *Longitudinal* or *Cross Sectional*
• 3.3 Data Collection:
  – Give a brief introduction into your data collection; both primary and secondary data will be collected in order to achieve the research objectives.
• 3.3.1 Questionnaire
  • Which objective will be achieved through the questionnaire?
  • Discuss clearly and in detail: Purpose of questionnaire, Specify Who, sampling technique to be used, calculated sample size, distribution and collection method, variables to be measured, how will they be measured e.g. 5 point Likert Scale.

• 3.3.2 Interviews
  • Which objective will be achieved through the interview?
  • Discuss clearly and in detail: Purpose of interview, Specify Who, what themes will be used to ask questions, type of interview (semi-structured), Mode of Interview (face to face), Interview preparation, Recording the interview
• 3.3.3 Summary of Data Collection
   – Use the table below to summarize your data collection methods usage

<table>
<thead>
<tr>
<th>Objective</th>
<th>Who/Where? Source</th>
<th>What Data is needed? Themes/Constructs</th>
<th>How will the Data be collected? Method to be used</th>
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• 3.4 Data Analysis:
  – Introduction to the types of data that will be collected. So questionnaires will give Quantitative data, Interviews will give Qualitative Data.
  – Therefore, the research will require both types data analysis
3.4.1 Quantitative Analysis:

- Outline process of transforming the raw data i.e. sorting, coding, data entry
- **Descriptive Statistics** - Tables, Distribution Frequencies, Cross Tabulation, Central Tendency (Mean, Median, Mode), Scatter Diagrams, Graphical Forms (Pie, Bar etc)
- **Inferential Statistics** - Forecasting, Time Series, Pearson’s Coefficient, Spearman’s Rank Coefficient, Chi Squared and Student t-test

3.4.2 Qualitative Analysis:

- Discuss the use of Thematic Analysis which is rooted in Narrative Analysis
- Discuss process of transforming the raw data i.e. transcription, reading, making notes, categorizing into themes, describing the themes, interrelating the themes.
- See session 8 slide 6, RM handout 2 pg. 159
• 3.5 Ethics:
  – Remember that you will always have to collect data from participants
  – **Do not deceive** them
  – Must consider what issues the participants may have as a result of providing data
    • *Confidentiality, privacy, etc*
  – So you must outline your ‘anti deception’ tactics
  – Must say that a letter of approval needed and would be sort- **Informed Consent**
  – **HOW** are you going to deal with these ethical issues?
3.6 Limitations to Methodology

- Every methodology would have some margin of unknown or **area of uncertainty**
- You may also be working at this stage on many **assumptions**
- You need to state these
- Issues that might affect the quality of the research
- What obstacles you may encounter e.g. response rates, access to interviewees etc
• 3.7 Research Timetable
  – Include a short explanation of, your proposed dissertation structure. This can be in tabular form.
  – Outline the chapters that would make up your final report and what each chapter entails.
  – Standard chapters:
    • Introduction, Literature Review, Research Design and Methodology, Findings and Analysis, Conclusions and Recommendations
• This is obviously linked to the dissertation structure
• Use **MS Project to build Gantt Chart**
• Remember the basic structure of the dissertation
• Introduction to Conclusion
• Consider all the work to be carried out
• Consider doing tasks simultaneously (overlap/parallel)
<table>
<thead>
<tr>
<th>Task</th>
<th>Start date</th>
<th>Completion date</th>
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<tbody>
<tr>
<td>Meet supervisor to discuss proposal</td>
<td>May 2009</td>
<td>May 2009</td>
</tr>
<tr>
<td>Conduct literature review</td>
<td>May 2009</td>
<td>Continue up to 2 weeks prior to submission</td>
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<tr>
<td>Formulate research questions</td>
<td>June 2009</td>
<td>June 2009</td>
</tr>
<tr>
<td>Data collection</td>
<td>June 2009</td>
<td>September 2009</td>
</tr>
<tr>
<td>Data analysis</td>
<td>September 2009</td>
<td>December 2009</td>
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<tr>
<td>Writing up</td>
<td>January 2010</td>
<td>March 2010</td>
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<tr>
<td>Submission</td>
<td>April 2010</td>
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</table>
### Gantt chart for a research project

<table>
<thead>
<tr>
<th>Activity</th>
<th>Week number</th>
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<tbody>
<tr>
<td>1 Holiday</td>
<td>1 October</td>
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<tr>
<td>2 Read literature</td>
<td>2 November</td>
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<tr>
<td>3 Finalise objectives</td>
<td>3 November</td>
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<tr>
<td>4 Draft literature review</td>
<td>4 November</td>
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<tr>
<td>5 Read methodology literature</td>
<td>5 November</td>
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<tr>
<td>6 Devise research approach</td>
<td>6 November</td>
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<tr>
<td>7 Draft research strategy and method</td>
<td>7 November</td>
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<tr>
<td>8 Develop questionnaire</td>
<td>8 November</td>
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<td>9 Pilot test and revise questionnaire</td>
<td>9 November</td>
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<td>10 Administer questionnaire</td>
<td>10 December</td>
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<tr>
<td>11 Enter data into computer</td>
<td>11 December</td>
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<tr>
<td>12 Analyse data</td>
<td>12 December</td>
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<tr>
<td>13 Draft findings chapter</td>
<td>13 December</td>
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<tr>
<td>14 Update literature read</td>
<td>14 January</td>
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<tr>
<td>15 Complete remaining chapters</td>
<td>15 January</td>
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<tr>
<td>16 Submit to tutor and await feedback</td>
<td>16 January</td>
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<tr>
<td>17 Revise draft, format for submission</td>
<td>17 January</td>
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<td>18 Print, bind</td>
<td>18 January</td>
</tr>
<tr>
<td>19 Submit</td>
<td>19 January</td>
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</table>

• 3.8 Conclusion
  – Provide a conclusion summing up your entire proposal.
  – Iterate the main points from:
    • Chapter 1- issue, aim of the research
    • Chapter 2- main body of literature, underlying theory
    • Chapter 3- chosen philosophy, approach and strategy, design and data collection methods.
Reference List

- Be sure to the Harvard Ref Style
- The sources cited throughout your proposal should be listed
- The list should reflect your research topic
Presentation issues: title page

A good title includes concise detail: Scope (level/object of investigation) Industry you are examining Variables under examination Theoretical approach taken Location of study Date range covered

Student ID ONLY – NOT YOUR NAME!

You should also include the module title, code, faculty, tutor name and submission date.

Advisor motivation and investment outcomes: a behavioural finance approach to client relationship management in the UK private banking industry, 2008-11

ARU ID: 1066732/1
Module: Research Methods for Business and Management
Code: MOD001105
Faculty: Lord Ashcroft International Business School
Tutor: Andre Samuel
Date: 14 May 2015
<table>
<thead>
<tr>
<th>Contents</th>
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<tbody>
<tr>
<td>List of tables</td>
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<td>List of figures</td>
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<td>Glossary, abbreviations</td>
<td>iii</td>
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<td>Acknowledgements</td>
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<td>Declaration</td>
<td>v</td>
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<tr>
<td><strong>Chapter 1: Introduction</strong></td>
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<tr>
<td>1.1 Background</td>
<td>1</td>
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<td>1.2 Behavioural finance</td>
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<td>1.3 Private banking</td>
<td>6</td>
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<td>1.4 Research aims</td>
<td>9</td>
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<tr>
<td>1.5 Hypotheses</td>
<td>11</td>
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<tr>
<td><strong>Chapter 2: Literature Review</strong></td>
<td>13</td>
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<tr>
<td>2.1 Classical models</td>
<td>13</td>
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<tr>
<td>2.2 Applicability to private banking relations</td>
<td>19</td>
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</table>
Chapter 1: Introduction

1.1 Background

In the United Kingdom, private banking constitutes a significant, durable and profitable part of a financial services sector which is second only to New York’s in scale and profitability (Cohen 2010: 16).

A benign, principles-based regulatory regime gives more scope to wealth managers in the UK than to their American counterparts, who must observe the strictures of detailed...
Good Luck

Andre Samuel