

Research Proposal and Ethics Workshop

Lecture 1

What to Research?

Dr Andre Samuel

andre.samuel@sam.edu.tt

<http://www.samuellearning.org>

Check In 1

- Activity: What are your initial questions regarding your Dissertation?



Purpose of the Workshops

- To assist you with:
 - Developing a **Research Topic**
 - Understanding the key **Research Processes**
 - Writing up your **Dissertation**
- **Submitting your Research Ethics Application**

The PGMP Process- May 2022 Cohort

**Research and PGMP
Workshops**

**28th Nov to 5th Dec
2022**

**Selection of
Supervisor**

8th Dec 2022

**Dissertation
Supervision
Starts**

9th Jan 2023

**Submit Research
Ethics
Application**

13th Jan 2023

**Dissertation
Submission**

**21st April
2023**

Check In 2

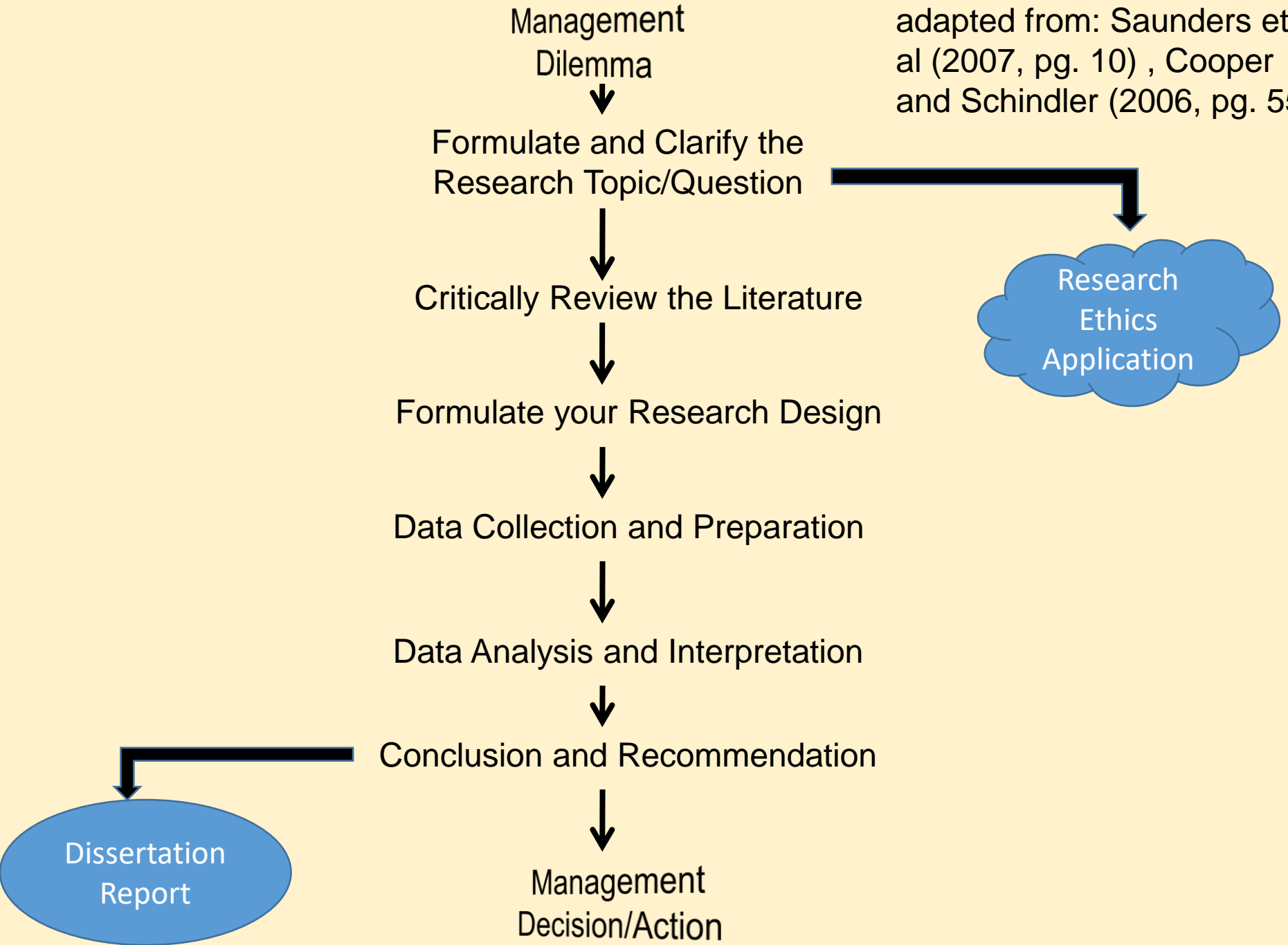
- **Activity:** Any other questions come to mind?



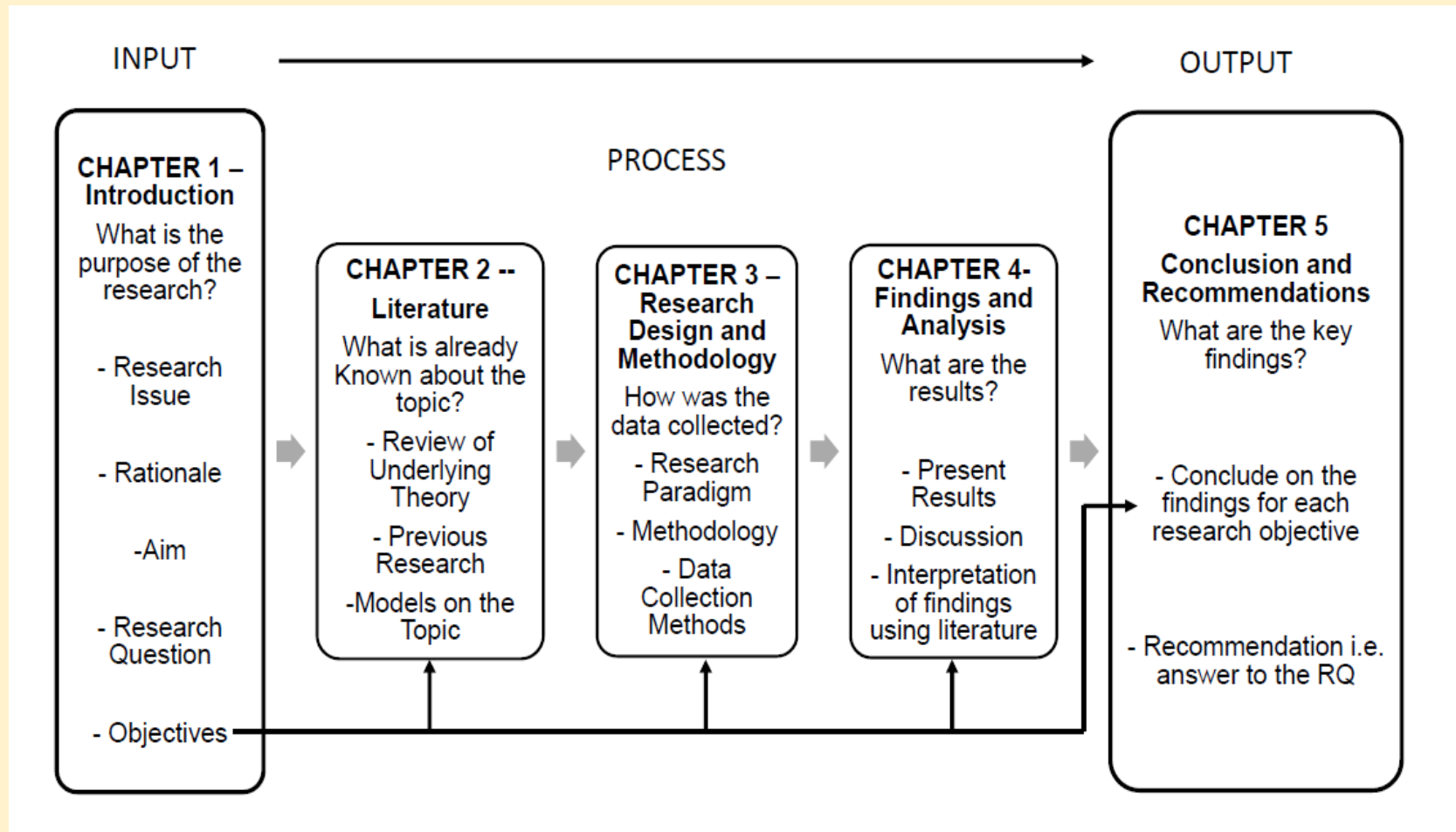
What we will cover today?

- The Research Process
- Where to start-
 - Identifying an Issue and Topic
- Narrowing your Topic
- Developing the Research Issue and Rationale
- Writing your RQ

The Research Process
adapted from: Saunders et al (2007, pg. 10) , Cooper and Schindler (2006, pg. 55)



Typical Dissertation Structure



How to get an Idea?

Think of Your:

Work
Experience

Your Interest

Career Path

MBA
Specialization

Expertise

PRACTICE

Start with an Issue in Practice

Identifying Your Topic from an Issue in Practice

Consider this scenario:

- Assume that **you are the manager** of full service restaurant.
- You are **experiencing significant turnover** in your waiter/waitress pool and some **long-time customers have commented that the friendly atmosphere is changing.**
- What is the problem to be research?

What is your perception?



What do you see First?



Activity- What is the Research Issue?

- Let's look at the Scenes on the next slide
- Determine the **ISSUE**
- What will you research?
 - **Propose** a Topic Area

Scene 1



Scene 2



Scene 3



Scene 4



Scene 5



Scene 6



Some Broad Topic Areas

Transformational Leadership	Leading Change	Growth Strategies	Entrepreneurship Challenges	Project Monitoring and Control
Big Data Analytics	Gender Equality	Supply Chain Risk Management	Social Media Marketing	FinTech
Job Satisfaction	Customer Service Quality	Virtual Teams/Remote Working	Innovation	Branding
Personalization in Relationship Marketing	Project Leadership	Project Risk Management	E Commerce Strategies	Employee Wellbeing
Work Life Balance	Employee Creativity	Enterprise Risk Management	Supply Chain Resilience	Supply Chain Integration



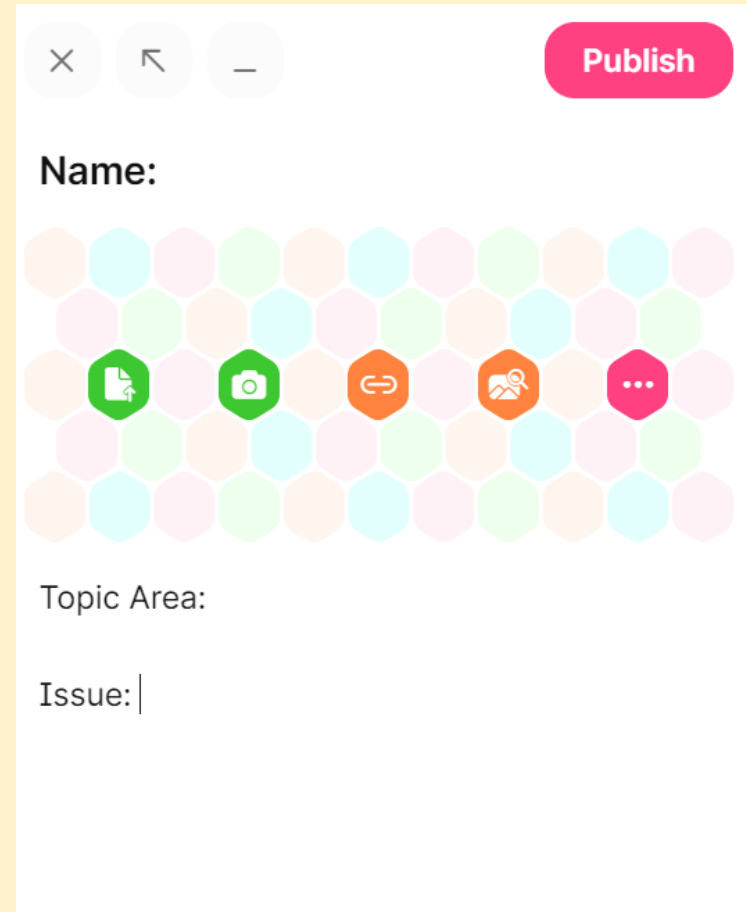
BREAK- Take a 10 mins

During the Break:

Think of your Topic Area and Research Issue

Activity- Post your Ideas

- Go to:
<https://padlet.com/andresamuel2005/researchideas>
- **Post your chosen :**
 - Topic Area
 - Statement of Research Issue
- Review classmate post
- LIKE?



× ↶ − Publish

Name:

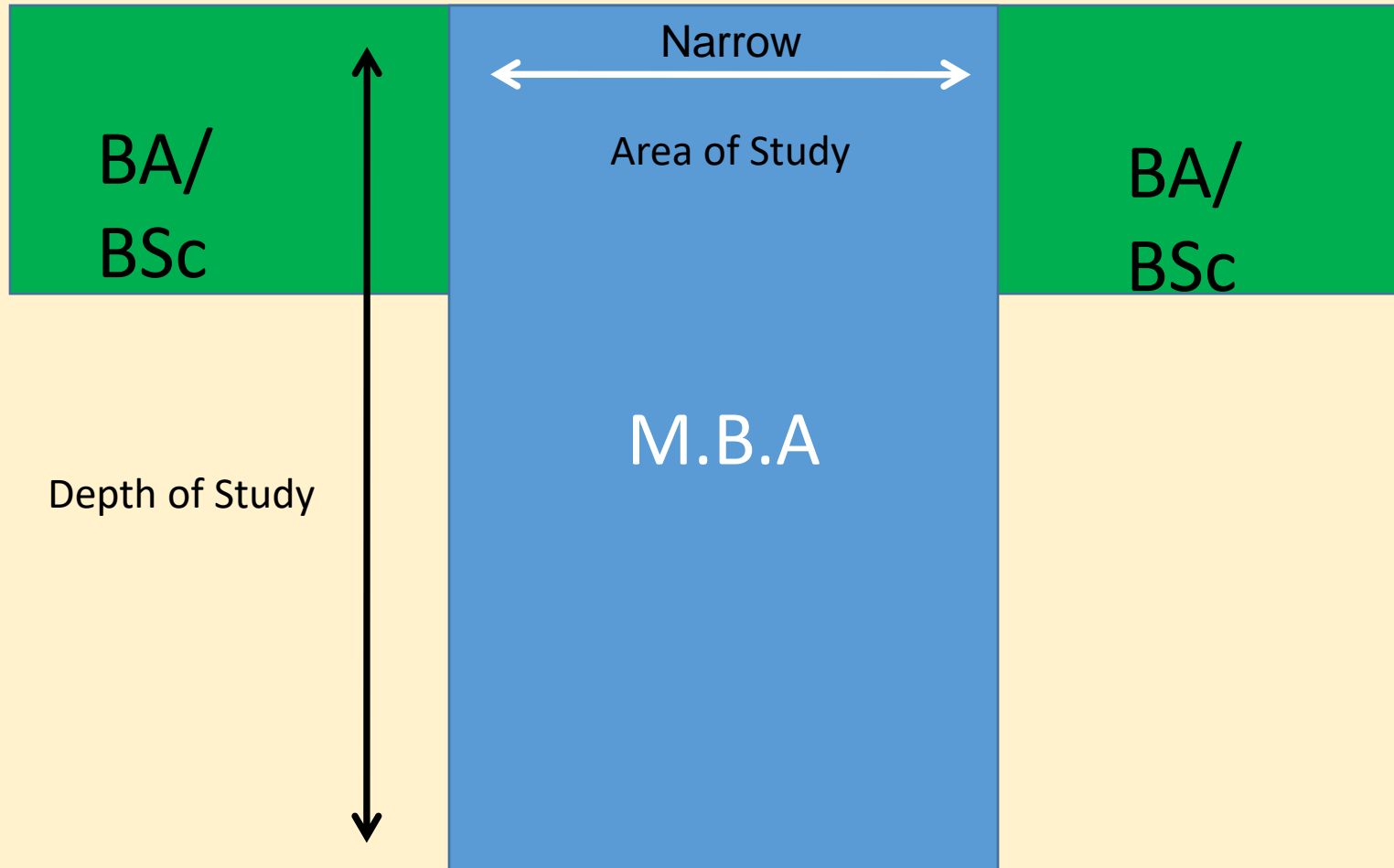
Topic Area:

Issue: |

Narrowing your Research Idea

“Knowing more and more about less and less”

BSc/BA. vs M.B.A.



Narrowing your Research Idea

- For your Chosen Topic Area,
- Look at:
 - **Aspect** - choose one lens through which to view the research problem, or look at just one facet of it
 - **Components** - determine if your aspect or unit of analysis can be broken into smaller parts, which can then be analysed more precisely

Scope and Scale

Geographic
Boundary

Industry
Specific

Organizational
Specific

Participant
Specific

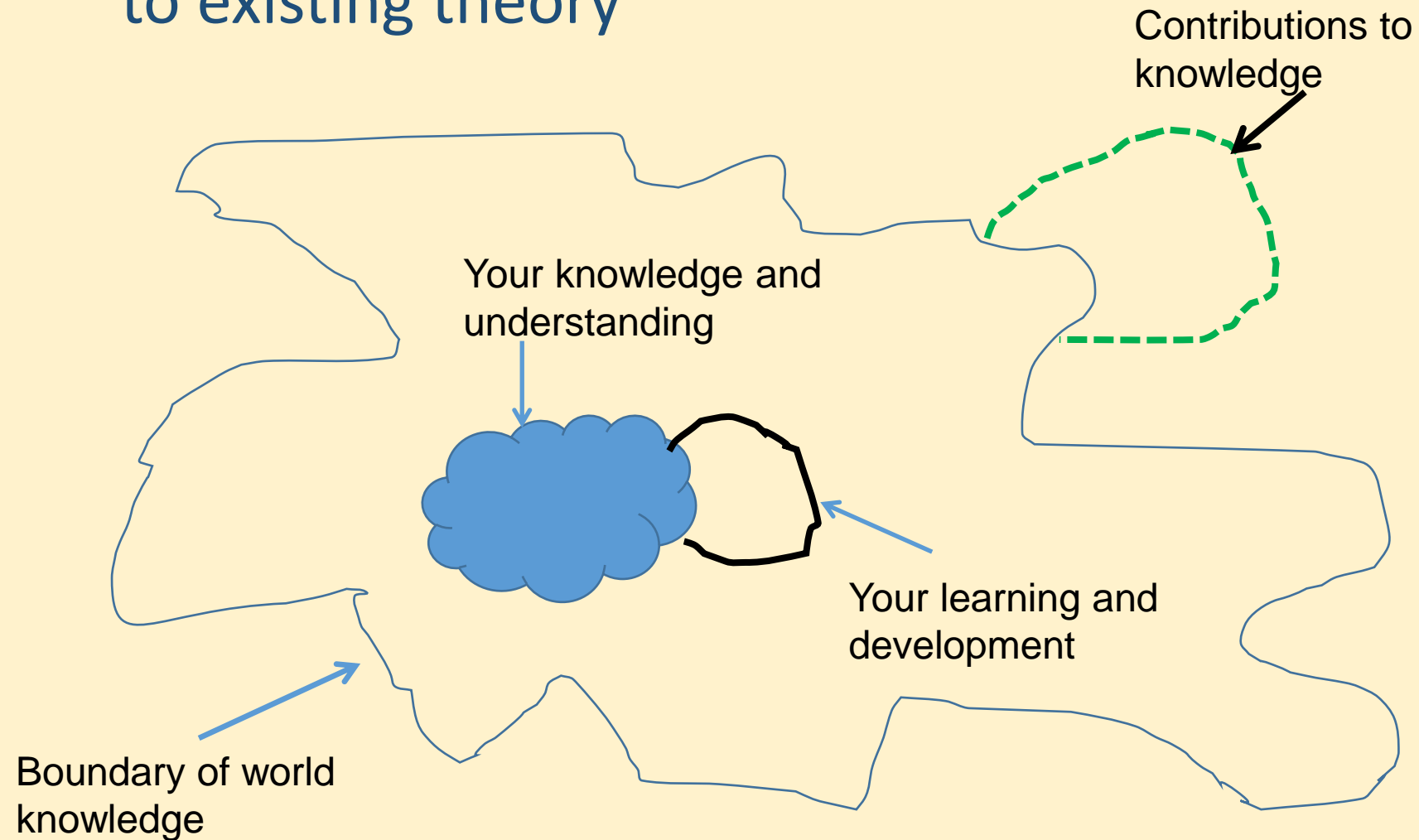
Demographic
Specific

Using Literature to Identify the Issue, Narrow your Topic and Identify Gaps



Contribution to Knowledge

- Research should actually lead to a contribution to existing theory



Building Blocks for Contribution to Theory

- A complete theory must contain four essential elements:

1. WHAT- Factors (variables, constructs, concepts) that explains the social or individual phenomena of interest

2. HOW- are the factors related. Thereby creating a Theoretical Model

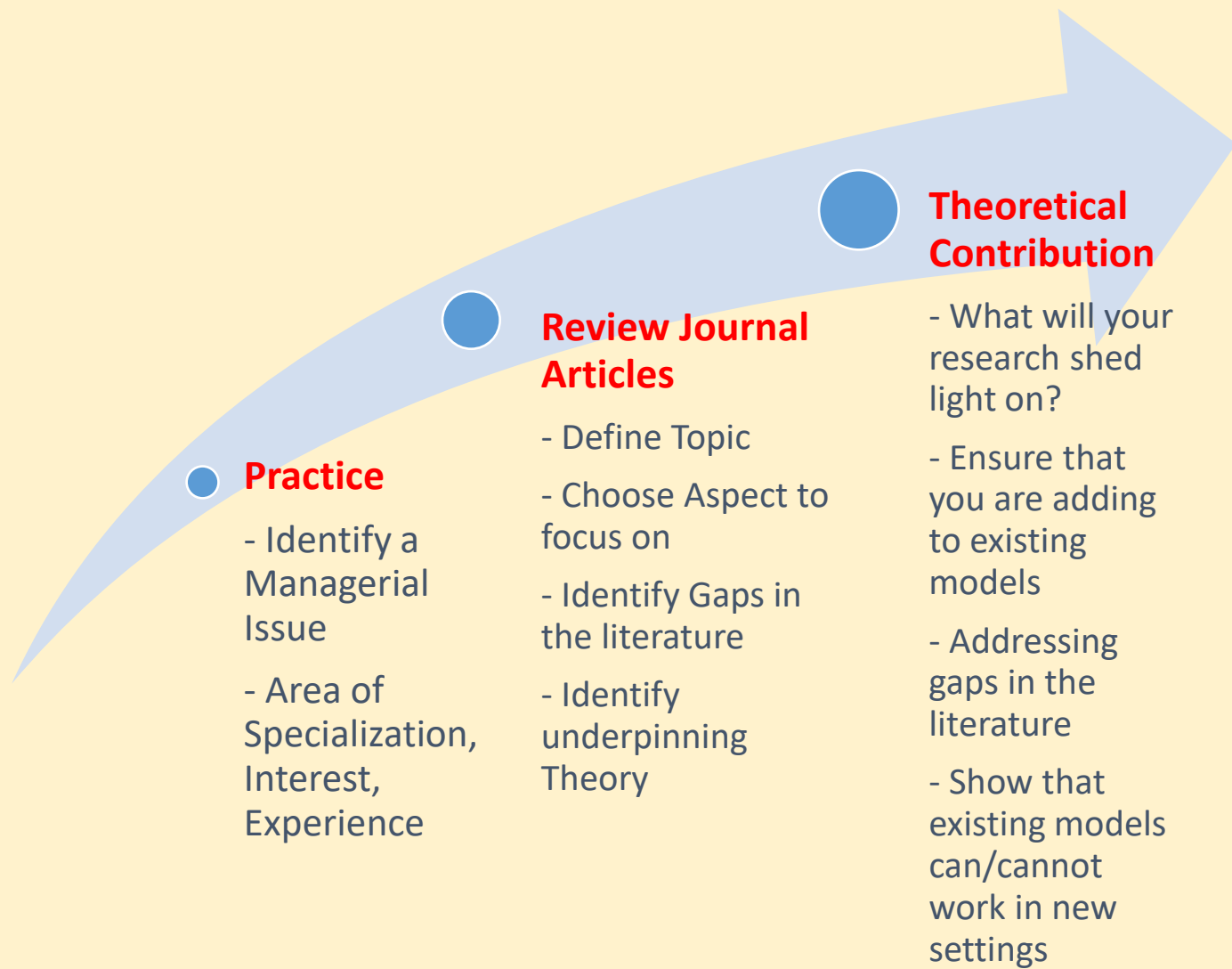
3. Why- logical and plausible explanation for the relationships in the model. That is, the underlying assumptions

4. Who, Where, When- These conditions place limitations on the propositions generated from a theoretical model. These temporal and contextual factors set the boundaries of generalizability

How to Add?

- 1. Adding or subtracting factors (Whats) from an existing model and identify how this change affects the accepted relationships between the variables (Hows).**
 - surprising research results
 - inconsistency between your findings and conventional wisdom
- 2. Challenge the underlying rationales supporting accepted theories (Why).**
 - reconceptualization of affected theories
- 3. Investigate qualitative changes in the boundaries of a theory (Who, When, Where)**
 - Applying an old model to a new setting and showing that it works as expected,
 - More importantly, something about the new setting suggests the theory shouldn't work under those conditions.

Recap-So where do you start?



- **Practice**
 - Identify a Managerial Issue
 - Area of Specialization, Interest, Experience

- **Review Journal Articles**
 - Define Topic
 - Choose Aspect to focus on
 - Identify Gaps in the literature
 - Identify underpinning Theory

- **Theoretical Contribution**
 - What will your research shed light on?
 - Ensure that you are adding to existing models
 - Addressing gaps in the literature
 - Show that existing models can/cannot work in new settings

Virtuous circle of Theory and Practice

- Research on managerial practice informs practically derived theory
- This in turn becomes best practice
- Essentially adding to relevant and practical management knowledge
- The Researcher must engage in both worlds of theory and practice

(PTP) Practice informs Theory which informs Practice

Classification of Types of Research

Collis and Hussey (2003, pg. 10)

Type of Research

- Descriptive, Explanatory, Exploratory Research
- Quantitative and Qualitative Research
- Deductive and Inductive Approaches
- Basic and Applied Research

Basis of Classification

Purpose of the Research

Process of the Research

Logic to the Research

Outcome of the Research

Quantitative and Qualitative Research

- **Quantitative Research-** objective in nature and concentrates on measuring a phenomena. It involves collecting and analyzing **numerical** data and performing statistical tests.
- **Qualitative Research-** subjective in nature and involves examining and reflecting on **perceptions** in order to gain understanding.

Much more will be discussed on this later in the syllabus

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