

Research Proposal and Ethics Workshop

Lecture 2

Clarifying Your Research Topic: Research Issue and Rationale

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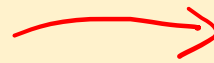
Recap-So where to Start?

P-T-P

Experience / Tacit
Knowledge



Current practice
of Industry



ID
Managerial / Business
Issues.



Analyse
the Issue

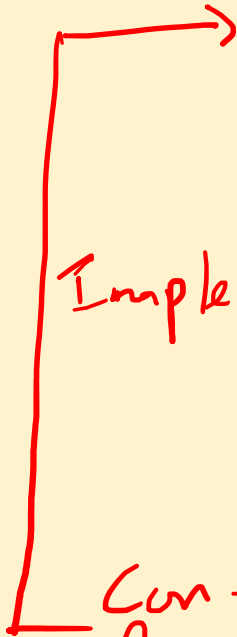
Benchmark
against literature



Gaps



Con +
Rec
(Your Theory)



Implement

Defining the Research issue

Key questions to consider

- What is the research issue?
- Why is it an issue now?

What is the issue?

- Think of the overall issue
- Then try to break it down into 2 or 3 pieces of evidence
- Example
 - Main issue: customer loyalty
 - Sub Issues: loss of customers, loss of market share, competition, changing consumer behaviour

Why is it an issue now?

- You will need to **show relevance** of the issue in today's environment
- Must **provide empirical evidence** of the issue:
 - Internal data from the organization, where available
 - External data- industry, country, international
- Example
 - Get data on market share of main players in the industry showing your company's position
 - Draw a graph to illustrate

Contextualize the issue

- Consider the issue from Trinidad and Tobago's Business Environment
- Could be useful to look at
 - the economic outlook
 - Industry outlook
 - Covid 19
- This means that you would have to research local data sources:
 - central bank,
 - Gov't ministries,
 - State Enterprises for statistical data, policies etc.

Using Literature to Define the Issue



Using Literature to Define the Issue

- Look at the Introduction section of the Article
- Identify key authors of the topic, what did they say
- Identify Empirical evidence (data/statistics)

Rationale for the research

Why is the research important

What could this research shed light on?

- It is very important to state clearly the **major finding/s that will be derived** from the research
- What are you hoping to find out?
- What is needed to solve the research Issue? What will you be recommending?
 - New policy, procedure, strategy,
 - List of challenges, critical success factors, determinants

What are the implications to Practice?

- This is the outcome of solving the issue
- What are the **strategic benefits** of solving the issue to the business?
- **Theory** would be the main **source of justification** e.g. Smith (2010) suggest that by retaining 5% of your customers profitability would increase by 15%.
- You should also use **Best practice examples**, for instance. Amazon or Tesco Loyalty programme has generated x % profit

Theoretical Contribution

- Also it could be a case that **there is little or no existing research** of this issue in Trinidad and Tobago
- Search online databases with keywords Trinidad and Tobago after the topic area e.g. Public Sector Leadership Trinidad and Tobago
- Another issue could be **there is some gap in previous research and in the literature**

- The main rationale is that your research would contribute to knowledge.
 - i.e. solve a real business issue
 - It can be applied to all businesses in the industry
 - Your research is original, contextualized to Trinidad and Tobago
- Therefore, look to sum up the rationale by specifying **the contribution of your research** to:
 1. Practice- for the organization or industry
 2. Theory- what new you would add e.g. recession context, or even confirm/verify previous findings