Research Proposal and Ethics Workshop

Lecture 4
Clarifying your Research Topic
Aim and Objectives, Title

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Agenda

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5:00 pm to 6:15 pm	Clarifying Your Research Topic • Recap RQ • Aim • Objectives • Title
6:15 pm to 6:30 pm	**Coffee/Tea Break**
6:30 pm to 7:30 pm	Writing a Literature Review
7:30 pm to 7:45 pm	**Coffee/Tea Break**
7:45 pm to 9:00 pm	Introduction to Research Design and Methodology • Purpose of Research Design • Elements of your Design • Research Philosophy

$\Rightarrow$ Practice Based
P – T – P

Experience / Tacit
Knowledge

Bus
Env.
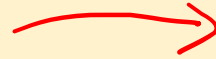
ID
Managerial / Business
Issues.

Current practice
Org / Industry

Implement

① Analyse
   the Issue

④ Con +
Rec
(Your Theory)
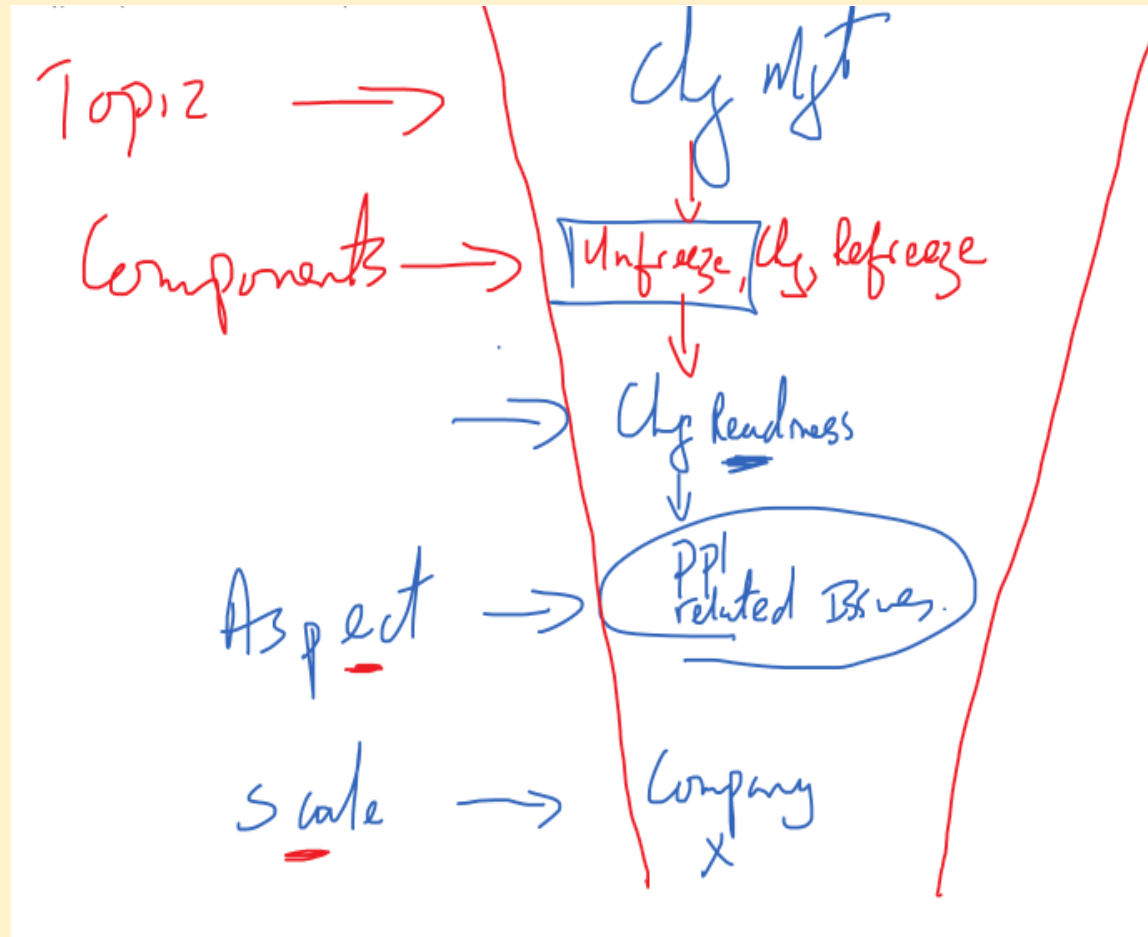Ans to RQ

③ Gaps ← ② Benchmark
against Literature
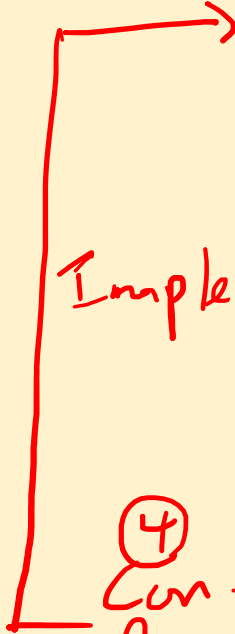
Recap- where to start?

Rec

Narrowing your Research Idea

Research Question

General Tips

- Make sure it is a clear question

- **Use the Research Issue** to frame the Question

- Ideally one wants an **open question**: that is one that does not just end with a yes or no answer

- A question is an expression normally used to request information in the **form of an answer**

Research Aim

Formulating your Aim

- Expresses the overall intention of the research

- The aim expresses **the target** (or purpose) for the whole research outcome

- Remember that **the aim expresses the answer to your research question**. Consistency is important

- So when you write the aim keep in mind your research question
- **For each project we want one overall aim**

Characteristics of an Aim

- **Action** – what are you going to do? _A strong high level verb is required that suggest critique, evaluation, synthesis._ Use a single activity that sums up the whole project process for generating the intended outcome

- **Intention –** what useful thing to you hope to achieve?

- **Target –** what is the real world intention? That is the research outcome should be useful in the sense that it addresses the real world problem theme on which the research is based

- **Form** – here you link the aim to the Research Question in effect the aim should says what the answer to the question will be.

An Example

- **Title:** The Internet- Revolutionizing the foreign used car industry in Trinidad and Tobago

- **RQ:** How can the e Channel be used as a strategic tool to gain competitive advantage in the foreign used car industry in Trinidad and Tobago?

- **Aim:** To synthesize a comprehensive E Channel Strategy to enable industry to evolve from a state of e commerce awareness to e commerce readiness. thus enabling SME's to gain differential competitive advantage in the foreign used car industry in Trinidad and Tobago.

Breakdown using characteristics

- **Action:** to synthesize
- **Intention:** for SME's to gain competitive advantage through differentiation
- **Target:** to enable the industry to evolve from e Commerce awareness to e Commerce readiness
- **Form:** sell side e Channel strategy

Research Objectives

Formulating your Objectives

- The aim expresses the overall outcome for the project but to get there we normally have to pass through a number of minor outcomes on the way and these are expressed as being generated by objectives

- Their purpose is to show more or less sequentially how the aim will be achieved

- Ideally an objective should represent a major sequential research milestone that could stand on its own

- Care must be taken that objectives are **not** confused with **ordinary research tasks**
- For example, an objective that set out to build a leadership model best suited for public sector could easily be a milestone and can easily stand on its own
- However, the design of a questionnaire is most likely to be a project task since it is something that needs to be done but only has meaning within the project
- **For your research we are looking for 3 to 4 objectives**

Characteristics of an Objective

- **Progressive –** the objectives must build sequentially so that collectively they amount to reaching the aim
- **Action –** Ideally we look for a single activity that will generate a minor project outcome. *Again a high level verb is need.*
- **Outcome –** this should reveal an answer or the accomplishment of a milestone. It should be documented.
- **Evidence –** there must be some tangible evidence of the stated outcome. Often the outcome and the evidence will be the same object.

Research Title

Your Title

- The title is the **name of your project** – rather like the name of a novel, something that catches a potential reader's attention but just gives a hint as to what the work is all about
- Think of it as a kind of nick name or slogan for your project

- Be careful with titles, there is a tendency to use the title to say what you will do. The purpose of the title is to **give a name to what you do**

- Your title should not be over long

- Titles have two key elements:
  1. **Aspect** – this is the particular focused area of your study
  2. **Why** – this says why it might be a useful aspect

Some examples of titles

- Leadership in the Private Sector: A study of ANSA Mcal Group
- A critical exploration of Training and Development in the IT Service Industry
- E Marketing: a case study of Trinidad and Tobago retailers using the Internet
- E Administration- a key success factor in enhancing Government Human Resource Services

More Example Titles

- Surviving the Economic Crisis: a critical exploration of Customer Management in the Hotel Industry

- Social Networking - A New Trend in E-marketing

- A critical analysis of the growth strategies available to SME's a case of …. Industry in TT

- Leveraging Leadership Competencies in the TTPS: Driving the Transformation Process

Some Examples

- **Title:** Transformation at the Public Service Transformation Division (PSTD): A critical evaluation of leadership.

- **Objectives:**
  1. To analyse the current leadership style practiced in the undertaking of the New-systems Facilitators (NsF) Initiative
  2. To amalgamate a suitable framework for measuring the effectiveness leadership style deployed
  3. To evaluate the impact of the NsF Initiative on the Public Service

- **Aim:** To develop a leadership model that is best suited for the implementation of transformation initiatives for public sector management

- **Title:** ECRM- an opportunity for competitive advantage in the Spare Parts retailing industry.

- **RQ:** How can the spare parts retailing industry in Trinidad strategically gain competitive advantages through customer e-loyalty?

- **Objectives:**

1. To critically evaluate current strategies used by spare parts retailers to gain competitive advantages and build customer relationships.

2. To critically analyze the perception of customers in order to assess their current levels of loyalty, value and satisfaction towards spare parts retailers.

3. To strategically assess the customer loyalty gap

- **Aim:** To create an ECRM framework for spare parts retailers to achieve competitive advantages and build customer relationships through e-channels.

- **RQ:** How can product innovation be used by local food manufacturers to differentiate and position products for international markets?

- **Objectives:**

- To evaluate parallel food products on the local market and decisively cross examine variations in product details/designs/purchasing patterns/preferences to international success products.

- To explore a range of vital product innovation strategies necessary to manufacture comparable food items to those stipulated in the international market.

- **Aim:** To formulate critical success factor and key performance indicators for introducing local products into international markets

- **Title:** Procurement in the Public Sector: A critical Evaluation of eAuctioning Strategies
- **RQ:** How can eAuctioning be used to achieve value for money and competitive collaboration with a range of suppliers?
- **Objectives:**

  1. To critically assess the legal, security and ethical issues surrounding eAuctioning

  2. To critically evaluate the current procurement procedure and practice in public sector

  3. To ascertain best practice eAuctioning by benchmarking against international public sector case studies
- **Aim:** To formulate critical success factors for the implementation of an eAuctioning strategy for the public sector

- **Title:** A critical exploration of Employee Retention in T&T Insurance Sector

- **RQ:** What are the critical success factors for implementing employee retention in the Insurance Sector?

- **Objectives:**

1. To critically analyze the existing employee retention policy across the top 4 players in the insurance sector

2. To critically appraise the level of commitment and continuity through the insights of employees

3. To assimilate the industry's best practice in employee retention

- **Title:** A critical evaluation of e Learning at UWI Open Campus
- **RQ:** How can UWI Open Campus use their eLearning strategy to gain a competitive advantage and strategically position itself as a market leader in the tertiary education sector?
- **Objectives:**
- To critically evaluate the eLearning strategy currently used by UWI Open Campus in the delivery of their online learning tertiary education programs
- To ascertain any gap by benchmarking current strategies against e-learning strategies from international best practice.
- **Aim:** To design a framework for the development and implementation of an eLearning strategy for UWI Open Campus

- **Title:** Strategic Global Integration of Multi-National Companies- A critical evaluation of XYZ Trinidad Ltd.
- **RQ:** What are the challenges and critical success factors of the global integration of business functions?
- **Objectives**

1. To critically evaluate the pattern of integrating modes used in the key business functions
2. To critically analyze the problems faced by XYZ Ltd in the context of the restriction placed on the subsidiary's initiative due to global integration.
3. To critically assess the impact on the performance at XYZ Ltd as a result of the global integration strategy being in conflict with its local responsiveness.

- **Aim:** To synthesize critical success factors for a balances Global Integration-local responsiveness framework for XYZ Ltd