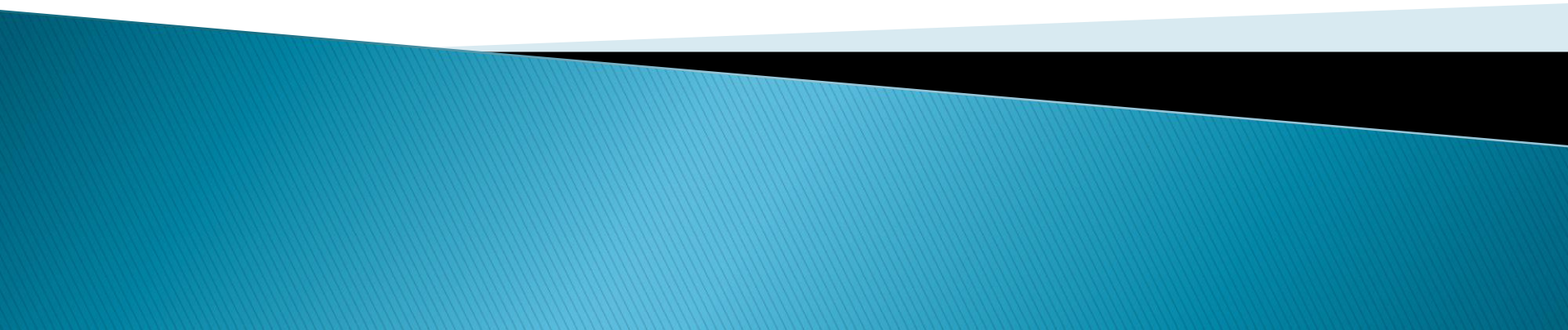
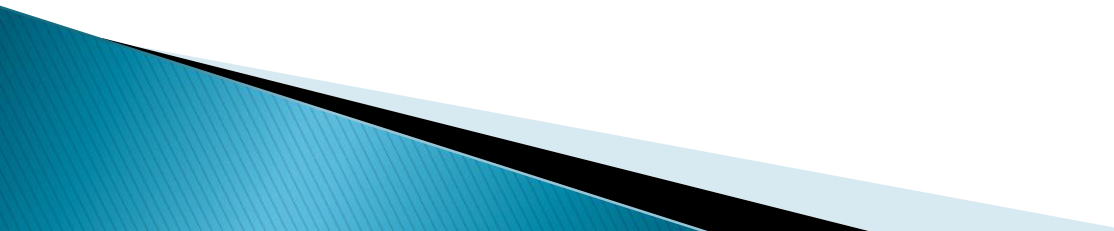


Research and Proposal Writing



Concepts

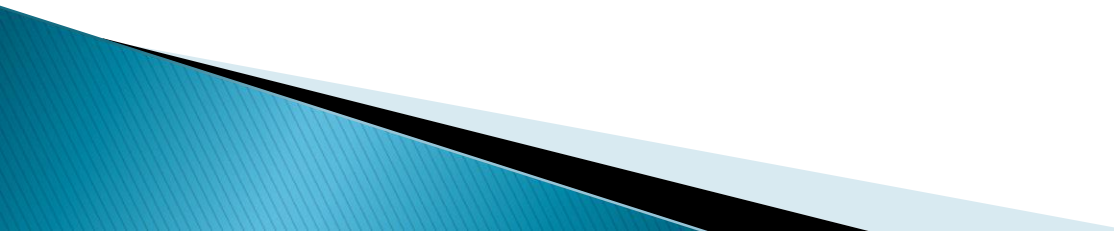
- ▶ Research
 - ▶ Article
 - ▶ Research Methodology
 - ▶ Research proposal
 - ▶ Dissertation / thesis
- 

Purpose of Research Proposal

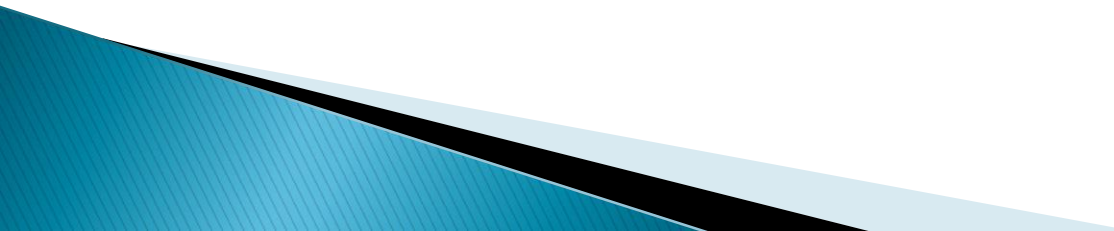
The purpose of the research proposal is to convince the target group (Lecturer in case of undergraduate research proposal, donors in case of community development project) that there is a research problem which has the potential for pursuing

Therefore, the research proposal intends to educate the reader about the importance of the research question in terms of its significance, benefits, and implications if it is pursued

Research at Postgraduate level

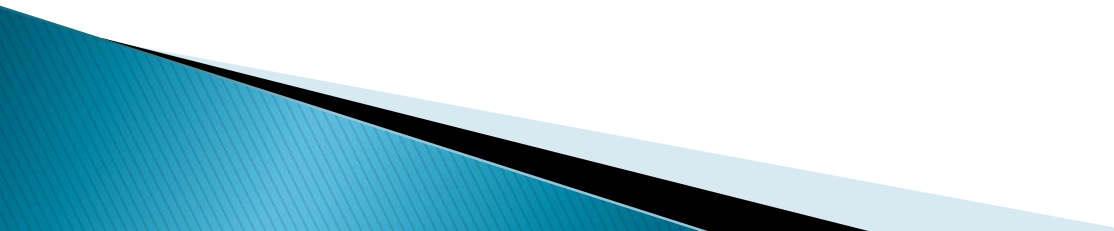
- Dissertation carried out at undergraduate level (B.Sc, BBA) is mostly about answering a research problem/question based on the previous literature
 - In other words, the research carried out at postgraduate level does not require original contribution to knowledge like in the Doctorate degree programme (Ph.D)
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Research Proposal

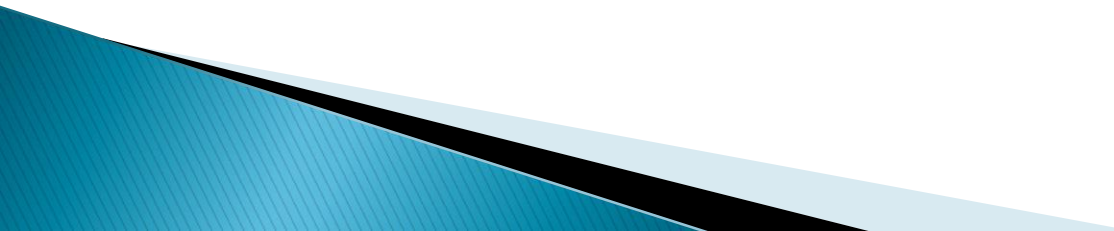
- Provides a realistic plan in order to carry out the research
 - Provides proper justification for the methodology chosen to carry out the study
 - Outlines the ethical issues and measures taken to protect confidentiality
- 

Importance of Research Proposal

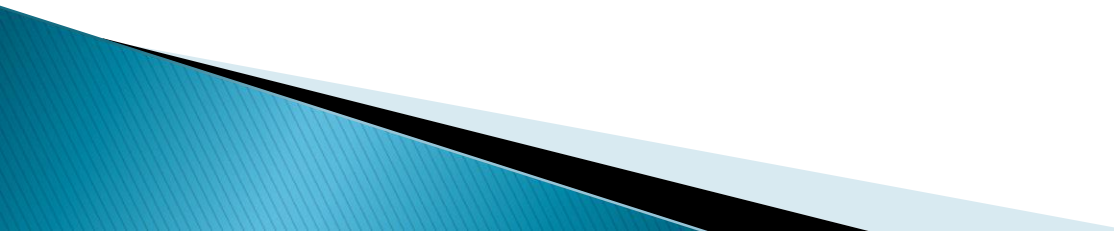
The importance of developing a well-written research proposal is to create a compelling argument on why a particular problem/idea needs investigation.



Important questions

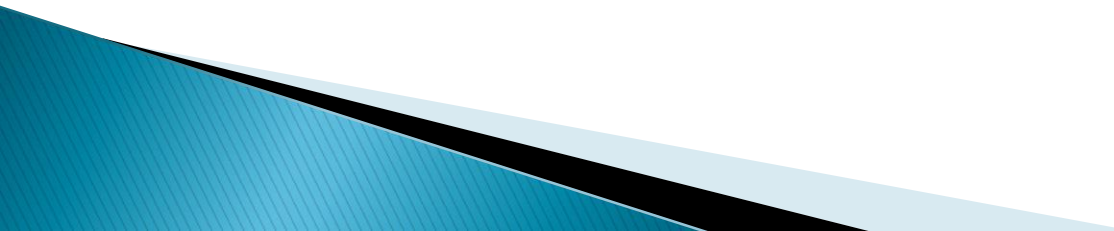
1. What is my research question and research objectives?
 2. What are the theories, models, empirical findings applicable to my study?
 3. What is the appropriate methodology to be chosen to answer the research question?
 4. What type of data needs to be collected and how?
 5. What are the strengths and weaknesses of my study?
- 

Research Proposal


- Prior planning is an essential requirement in developing a research proposal. Some sections in the research proposal need to be long (Example: Literature review section) whereas some sections are relatively short (Example: Limitations of the study)
 - _Allocating proper weight for each section is an important task on the part of researcher
- 

Developing a research proposal


When it comes to writing up the research proposal, future tense will be used throughout the proposal. However, when you complete your research (final dissertation), past tense should be used in most chapters (Methodology, Findings, Discussion of findings) except recommendations section.




Structuring the research proposal

- Title of the study
 - Executive summary/Abstract
 - Introduction
 - Problem statement
 - Research question, hypotheses, objectives
 - Significance of the study (including benefits)
 - Literature review
 - Research design
 - Data analysis
 - Strengths and limitations of the study
 - References/Bibliography
 - Appendix: Gantt Chart (Time frame)
- 

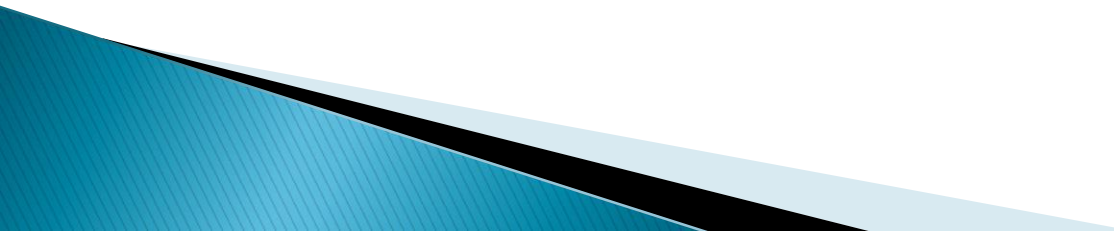
Title of the study

- Your title needs to be specific and reflective of your research (what you are doing?)
 - The title should not be general
 - Since the reader tries to infer the nature of your research through the title, you need to pay more attention in defining the title
 - Use minimum words (8–14 words) rather than writing a lengthy title (20–30 words)
- 

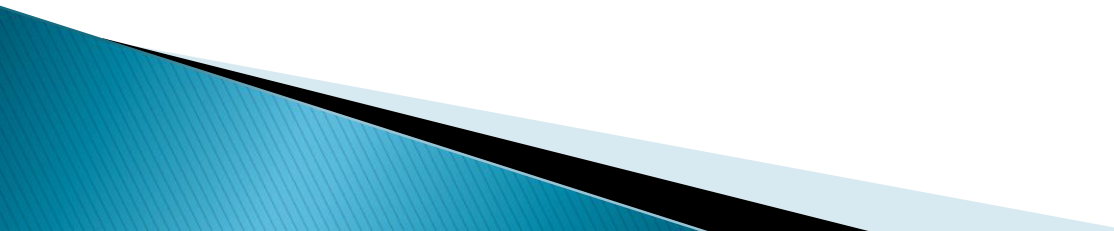
Introduction

- The introduction section introduces the context (the organizational background)
 - In this section, a brief outline of the chosen organization and the industry in which the organization operates are outlined
 - The introduction section not only intends to educate the reader about the context, but to set the stage for subsequent sections such as significance of the study
- 

Problem statement

- In the problem statement section, the researcher outlines the particular organizational issue/problem through a statement.
 - In most instances, the problem statement is included as part of the research question, hypotheses and objectives section
- 

Research question, hypotheses, objectives


- In this section, the overarching research question is first outlined. The research is directed in such a way to answer the research question
 - Then, depending on the nature of research topic, hypotheses are outlined (if we can establish a causal relationship) for quantitative approaches
 - Objectives are defined for Qualitative approaches.
- 

Significance of the study


- Why your present study is significant in relation to the previous studies
- How your study is going to make a contribution to the field of knowledge and the implications

Literature Review

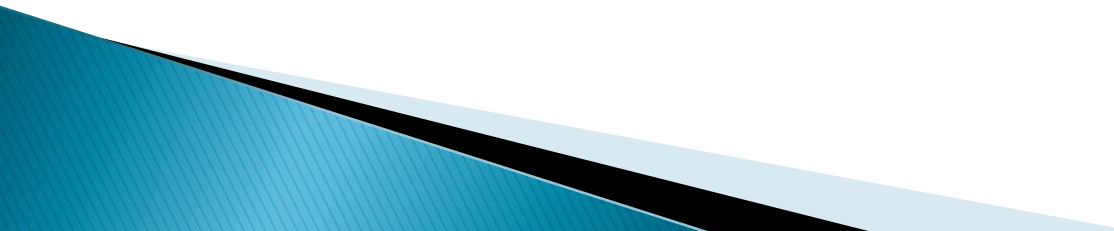
We already studied!!

- Focuses on what has been already done in your chosen area
 - Identify the theoretical models in relation to your topic area
 - Outline the empirical studies undertaken and the findings in relation to your area
- 

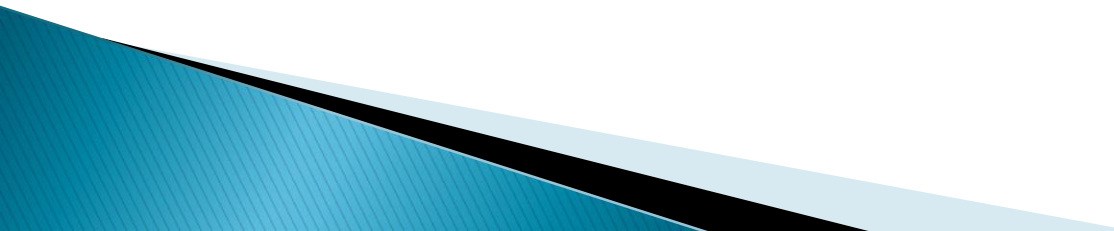
Research Design

- Describes what you are going to do in order to carry out the research
 - Identify the appropriate methodology for the chosen research topic (Quantitative or Qualitative) and the justifications for the selection of a particular approach
 - This section includes the sample size, the selection of sample, and data collection methods
- 

Data analysis

- In this section, you need to outline how you are going to handle the data already collected
 - In specific terms, how you are going to analyze the quantitative data or qualitative data
 - You also have to explain the techniques to be used in analyzing the data (Example: Descriptive statistics–Pie chart, Bar chart)
- 

References

- This is a very important section for the researcher. In this section, you need to give the details of books, journals, and magazines you referred to carry out your study
 - You have to follow the standard guidelines when you do referencing (Harvard Reference System)
- 

Harvard Reference System

Journal Article:

Adler N. J. (1984), “Women do not want international careers and other myths about international management”, *Organizational Dynamics*, 13 (2), pp. 66–79

Book:

Robbins, S. P. (2008), *Organizational Behaviour*, 8th Edition, Prentice Hall Publication, London

Edited book:

Harris, H. (1995), “Women’s role in international management”, in Harzing, A. W. and Van Ruysseveldt, J. (Eds.), *International Human Resource Management*, Sage, London, pp. 125–142

How can we carry out a research on this topic?!



search ID: jmo0635

"My project is simply this. I want to find out once and for all whether there's any truth in the belief that money can't buy happiness."