

## Research objectives

You need to come up with 4-6 research objectives. Research objectives are the key areas of inquiry that also provide the sub-sections of the literature review. Thus, in literature review you are detailing the research objectives

## Literature review

Make sure that the main topics of literature review are align with the research objectives. Don't forget to reference at least 2-3 statements with a paragraph. The same in literature review and methodology. Make sure you support your writings with wide variety of sources, e.g. 4 books, 15 journal papers, 5 industry reports (at least). In terms of journal papers, the recommended databases are ProQuest, Science Direct, Emerald. You will find them in GCU Library, under Databases. Also make sure you write critical discussion about the different subtopics, including **supporting and opposing views of different authors** (in every subtopic)

## Methodology

You should select and detail the followings:

**Research purpose:** Exploratory or Explanatory or Combined (Mix). Why the selected one is the most suitable for this research.

**Philosophical stance:** Positivism or Interpretivism or Pragmatism. Why the selected one is the most suitable for this research.

**Research approach:** Deduction or Induction or Abduction. Why the selected one is the most suitable for this research.

**Methodological choice:** Qualitative or Quantitative or Mix. Why the selected one is the most suitable for this research.

**Research strategy:** Experiment or Survey or Case study or Action research or Grounded Theory. Why the selected one is the most suitable for this research.

**Data Collection:** Sampling technique, type and size of the data, target group, the number of expected completed questionnaire/interview

**Data analysis:** type, method, software (if any). Why the selected one is the most suitable for this research.

## Data analysis

For qualitative (interview or focus group) I recommend 'Thematic Coding' with 'Pattern matching', you can use NVivo software for coding and pattern matching, but you can also do it manually.

For quantitative (survey/questionnaire) I recommend basic statistical analysis or data analysis with SPSS or excel

## Theoretical saturation (only in qualitative approach, analysing interview or focus group)

Theoretical saturation of data means that researchers reach a point in their analysis of data that sampling more data will not lead to more information related to their research questions.(1) No additional data can be found to develop findings

## Ethical consideration

You need to mention the followings:

Voluntary participation

Informed consent

No risk of harm

Confidentiality

Anonymity

Voluntary participation means no participant is pressured or coerced into participating; informed consent means a consent from is created and each participant is informed of their right in participating; risk of harm means that individuals will not be harmed in any way through participating in this research; confidentiality is important to reassure participants that any

responses will remain confidential from the employer and from the public; anonymity regards ensuring that participants identity is not revealed.

- Voluntary participation
- Informed consent
- No risk of harm
- Confidentiality
- Anonymity

### Limitation

Research limitations are not the 'anticipated problems'. When discussing limitations in research, explain how they impact your findings. Your research may have many limitations. Your basic goal is to discuss the ones that relate to the problems in this study

There are different types of limitations:

- Research design limitations
- Impact limitations
- Data or statistical limitations

### Change management

You have to connect theory to practice, so you have to bring some learnt material onto your empirical research, e.g. Change process, Stakeholder management, Resistant to change

