BUSINESS AND MANAGEMENT RESEARCH PROPOSAL

Topic Interest

Business and management and key aspects of business development. They are important in assisting the management of an organizational run its affairs for growth and development. As an organizational practice, business management is useful in assisting the managers learn staff motivation for a better performance. It further helps an organization through the management organ to implement the implement systems and systems, conduct an efficient budget planning, and marketing of products through different approaches selected by the management. It is based on this importance of the topic that the research has attracted the interest of the researchers.

Research gap

There exist a large gap in the implementation of the principle of responsible management education (PRME). Very few institutions have adopted the system over the past few years making the topic to form the interest. In this research, therefore, we intend to close or minimize this gap broadly investigating the implementation of the PRME at the school management. The investigation will aim at achieving several goals that will ensure that the gaps are minimized or done away with altogether.

Research aims and objectives

The main aim of the research is to broadly investigate the implementation of PRME at the school of management. Other objectives that it will seek to achieve at the end of the research include;

1. To establish the factors that hindered the effective implementation of the PRME at the school of management.
2. To investigate the importance of the PRME to both the learners and the management of the organization through the available systems with the organization.
3. To study the contribution of the PRME program at the school management towards making the learners to be competent, socially responsible, and develop capabilities that allow them handle the management issues in the business.

Research question

The research question is based on the main aim of the research which is to broadly investigate the implementation of PRME at the school of management. Based on this, therefore, the research seeks to answer the following question

What issues affects the implementation of the PRME in the school of management

Research Approach

There are two main research approaches that can be applied in this research based on its needs and the objectives it seeks to fulfill. These are the qualitative and quantitative research approaches (Bernard 2011). Given the research questions and the research aims and objectives that have been identified in the prior section, the qualitative approach is the best research approach that can be applied in this research to ensure that the goals and objectives are achieved and an answer to the research question obtained. This approach is based on more observations and interviews rather than empirical analysis as given by the other approaches of research. Other than the qualitative research, there are other alternative approaches that can be adopted by the researcher which would also make a contribution towards achieving the research goals and objectives (Zikmund et al. 2012). These are the participatory research, theoretical research, quantitative approach, and the qualitative approach. All the approaches identified fits the research except for the quantitative approach that is more analytical. It therefore makes minimal contribution towards the research. It involves stating the assumptions in the research which include the theory and logic behind the research topic. Qualitative approach involves more observations and recording of the outcome which is more empirical. Therefore it would require a description of the theory to ensure that it achieves its goals and objectives both in the short-run and long-run.

Unlike the quantitative research approach that is more empirical, quantitative approach involves more experiments that entails more data analysis (Bernard 2011). Participatory research approach has three main sections that it needs to be addressed for the research to be considered effective. First, it requires an empirical study that makes it appear more of the qualitative research. The empirical study leads to a theory which takes the researcher back to the empirical study in aim to find a response to the research question. Given that the research approaches cannot be used at once and the conflicting nature, the selection of the most appropriate approach is based on the research question and the aims and objectives of the research. Therefore, the qualitative approach is selected given that it is more empirical in nature (Bernard 2011). This would make it more appropriate in obtaining the answers to the research questions. Achieving the goals is also determined by the approach that has been selected for the research which is the qualitative approach of research (Creswell and Clark 2007). The participatory approach would also be an appropriate approach for the research.

Sampling strategy and its justification

The sampling strategy involves the technique that the research team intends to use in selecting a sample from the entire population. A research sample would represent a group of individuals with common characteristics that would help the researchers in obtaining responses to the research questions. In this research, we intend to use the random sampling technique in the selection of the research sample. This is a form of probability sampling in which all the participants in the population have an equal chance of being selected to the research sample (Creswell and Clark 2007). The sampling technique is important in this research as it will minimize the bias that is associated with the selection of the research sample. Additionally, the technique makes the analysis and simplification of the research easier to the researcher, thereby, lowering the time covered by the researchers in data collection for the purpose of the research.

Moreover, with the simple random sampling as the main technique of getting a sample from the population, the accuracy of the research is improved. This is because any variance that might arise from the population is reflected in the selected sample (Creswell and Clark 2007). However, despite the advantages that the technique of sampling has for the researcher, it has certain limitations that might influence the accuracy of the research outcome. It could also tedious to take a random sample from a population, thereby, influencing its overall efficiency for the research. The study population is defined as the school of management from which the information would be collected. The participants in the research were selected in consideration of the gender, age sex, position held in the school, and the level of experience.

Data collection instrument design

The main data collection instrument that will be applied in this research include an interview and use of questionnaires (Bernard 2011). These data collection tools have been designed with questions based on the research question. The tool will also assist the research team in meeting the aims and objectives of the research. In designing the questions presented in the questionnaires, they were objective questions rather than open questions. Objective questions for the interview were important in ensuring that the answers to the specific questions in the questionnaire are addressed. Objective questions for both the questionnaires and interviews were important for ensuring that the expected outcome is achieved by the researcher (Zikmund et al. 2012). The questions had the choices where the respondents were expected to provide their responses based on their knowledge and in reference to any other secondary source.

Operationalizing the research instrument include a presentation of the prompts that have been applied in the research. For the interviews, there were both pre-structured questions as well as the ones that emerged from the interview process. However, the pre-structured questions were the main strategy employed and they gave rise to the questions that arose during the interview. Pre-structured questionnaires were useful in ensuring the research remain objective and the exact responses provided as required by the research questions. The questionnaires were purely prestructured and the questions printed and issued to the respondents for responses. Designing of the interview applied some of the previous studies on management and the implementation of the PRME programs in the school of management. The previous studies were useful in providing guidance to the researchers on the components and what to do during the interview.

Ethical issues arising from the research

There are three major ethical issues that arose from the research that concerned the researcher and respondents or both. These issues include the issue of informed consent, confidentiality and privacy, and the role and agenda of the researcher. Addressing these legal issues were important in ensuring that the researcher achieved the research aims and objectives. They also ensure that the researcher operated within the requirements of the law and avoid being on the wrong side of the law. The issue of informed consent relates to seeking the consent of the respondents in seeking their views on the research questions. In the case of the interviews, appointments were sought from the relevant interviewees from the school of management. The consent was sought from the relevant respondents in the organization as a legal requirement to ensure that the rule of law was followed in the research. In the case of the questionnaires, permission was sought from the school management to have the questionnaires distributed among the respondents and have them respond to the presented questions.

Confidentiality and privacy of the collected information was assured to the respondents. As part of the privacy policies for the research, the respondents were assured that all the information collected were private and confidential and would not be used in any way against them through ways such as intimidation (Bryman and Bell 2015). This was considered as important as it promoted the respondents assurance that they were protected under the terms of research. The main role and agenda of the researcher in the study is to collect the information that will assist in providing the answers to the research questions. Additionally, the researcher plays a role of processing the collected information from the respondents to come up with conclusions to the research. At the end of the research, we intend to achieve the aim of the research which are the main reason for conducting the study.

Reflection on the data collection process

Contrary to the initial expectations from the data collection, there were little challenges that were experienced. First, the respondents were highly cooperative in providing the information that was needed from them. This was contrary to what was expected from the respondents, hostility and failure to cooperate in providing the required responses from the research questions. The data collection was more efficient and as a result of the corporation from the respondents, more information was collected that provided the required responses from the study. The two methods of data collection, interviews and questionnaires were found to be very effective than was earlier expected in the data collection. Given the cost constraints, it was initially thought that the available costs that were to be incurred would be in shortage; thus, thus affecting the outcome of the research. However, there was proper cost management mechanisms that were adopted by the researcher to ensure that the budgeted cost was enough to meet the cost requirement by the researcher.

Initially, the researcher had the fear that the information collected would be insufficient in answering the research questions and developing a substantive conclusion based on the research. However, contrary to the expectations, adequate information was collected from the respondents that enabled the researchers to make clear conclusions on the research topic and an answer to the research question. For the entire research, the data collection and recording went on well. However, in some instances, the respondents failed to return their questionnaires that were issued to them. This was minimum and it had a minimal effect on the research outcome from the study. To avoid the instances of not returning the questionnaires by the respondents, the monitoring of the questionnaires as they were being issued and responses provided could have been improved. This would have in effect increased the percentage response to near 100%, thus improving the confidentiality of the researcher on the conclusions made on the research. From the process of data collection, I learnt that the use of qualitative primary sources of data provide more accurate data and information that is useful in making conclusions based on the research questions and

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