A GUIDE TO PREPARING AN IMPACTFUL RESEARCH PROPOSAL

The research proposal must clearly articulate the research idea, as well as the anticipated outcomes. The proposal should highlight the importance of your research and the potential contribution it may offer to your field of study. It is recommended that the proposal is within a word count of 2000 words. Articulate your idea clearly and concisely.

A sample template for the research proposal

Section	What will this section contain?
Title	A concise title that conveys the subject matter of your study.
Keywords	Include the key 4-5 terms that are relevant to your proposal.
Motivation of the research	The motivation can vary based on the research's context and objectives. Typically, a research proposal is driven by the aspiration to investigate a research problem, fill a gap in the existing literature, or delve into an entirely new stream of research.
Research problem and questions	A brief paragraph describing the topic and explaining its significance and relevance to the field of study. State one or two research questions you seek to address through your proposal. Elaborate on how your study will contribute to practice or policy by addressing these research question(s).
A preliminary review of the literature	A preliminary summary of the existing literature on the topic. Explain how your proposed study will contribute to this literature. Use Google Scholar to search for relevant literature.
Possible research approaches	An outline of techniques (e.g., interviews, focus group discussions, surveys) that will be employed to conduct the research.
References	Furnish a list of references you consulted while developing your research proposal. List those references in an academic format (e.g., APA style).

Notes:
1. Please refer to pages 2 to 7 of this document for sample research proposals.
2. In the process of formulating a research proposal, it is important to include references or citations to duly acknowledge all sources of information, ideas, or any other form of material that has been utilized. Using someone else's work without appropriately acknowledging the original author is considered plagiarism, a practice not encouraged in academia.

SAMPLE RESEARCH PROPOSAL #1

Sustaining innovation in the gig economy: An organizational study

Keywords: Innovation; gig economy; organizations; employment

Motivation of the research

The gig economy has garnered increasing attention from practitioners and academic researchers in recent years. The term "gig work" relates to a form of employment that entails contractual or short-term engagements (Schmidt et al., 2022). It can transform organizational work dynamics, resulting in strategic benefits for workers, job providers, and intermediary platform owners (Hamann & Güldenberg, 2021). Given the increasing emphasis placed by organizations on innovation, the advent of the gig economy serves as motivation to investigate its effects on innovation within organizations.

Research problem and questions

Even though the literature acknowledges the expanding significance of gig work, there is a dearth of research on the gig economy's impact on organizations' capacity for sustained innovation. Considering this gap, we intend to investigate the future of sustained innovation in a gig economy. Towards this purpose, we seek an answer to the following research question: *What effect does the gig economy have on sustained innovation in organizations?*

The outcomes of this research have crucial implications for research and policymaking. First, from a research standpoint, the study seeks to extend the literature on gig work by setting a future research agenda at the intersection of the gig economy and innovation in organizations. Second, the study aims to provide organizations with rich insights into obstacles presented by gig workers in the quest for sustained innovation. Lastly, the research will also aid policymakers in formulating the optimal policy mix that helps support a culture of innovation within organizations that utilize gig workers.

A preliminary review of the Literature

The existing body of literature on the gig economy is characterized by diverse and extensive coverage of various topics, indicating this phenomenon's complex and nascent nature. A few examples are discussed here. For instance, Ashford et al. (2018) underscore individuals' need to adapt to the gig economy to remain relevant. They discuss behaviors and competencies that individuals must possess to remain pertinent in the ever-changing work landscape. In this context, Gleim et al. (2019), from the perspective of a gig worker, offer insights into the factors that influence their perceptions regarding organizational trust, job outcomes, and satisfaction. In contrast, Kuhn et al. (2021) examine distinct characteristics of human resource management practices within the framework of digital labor platforms and the associated obstacles that organizations must address.

Despite the growing significance of innovation as a means for organizations to maintain an edge within a highly competitive environment, research has yet to investigate the influence of the gig economy on the innovation agenda of organizations that must navigate the dual challenge of managing an evolving workforce while simultaneously sustaining innovation. In light of this gap, we seek answers through our research study.

Possible research approach

The study will utilize a combination of qualitative and quantitative research methods. Quantitative data will be gathered through a survey administered to organizations operating within the gig economy. The survey aims to collect information regarding the influence of the gig economy on the ability of organizations to sustain long-term innovation. The survey will additionally gather data on organizations' strategies to sustain innovation in the gig sector. Subsequently, interviews will be conducted with key stakeholders in the gig economy for qualitative insights. The professional network will be leveraged

towards this, and the discussions in these interviews will be central to comprehending the future of sustained innovation in the gig sector.

References

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Tracing the evolution of social media marketing – An exploration of shifting patterns

Keywords: advertising; digital platforms; marketing; social media

Motivation of the research

Social media marketing has surfaced as a topic of extensive research in recent times, with many studies delving into its impact on businesses and consumers alike. Recent statistics suggest that social media constituted 33 percent of the total digital advertising expenditure in 2022 (McLachlan, 2023). Nevertheless, in parallel, there has been a decline in user trust across social media platforms, with a decrease observed across most social media platforms (Williamson, 2022). Given the dynamic nature of social media marketing, a thorough inquiry is necessary to trace its development and pinpoint the key trends that have shaped its advancement.

Research problem and questions

The current research initiative is positioned to offer noteworthy contributions to the field of social media marketing and its history, thereby facilitating businesses in acquiring a holistic awareness of the evolution that has transpired throughout the years. In pursuit of this objective, we endeavor to obtain answers to the following research questions (RQs).

RQ1: *What are the shifts that have occurred in the evolution of social media marketing?*

RQ2: *What are the underlying factors that have facilitated the development and progression of social media marketing?*

The study's findings aim to enhance awareness regarding the progression of social media marketing and its changing trends. The results will shed light on the most recent developments in social media marketing and how companies may adjust to the evolving trends. The study will additionally offer suggestions for formulating effective product promotion strategies for social media. The study is expected to attract the attention of marketing practitioners, social media specialists, and enterprises seeking to enhance their digital marketing tactics.

A preliminary review of the literature

The advent of social media has altered the power dynamics within the marketplace (Constantinides, 2014). The conventional ways of communication have undergone a transformation from a mass-oriented model, where the consumer is a passive recipient of information, to a personalized model that places the consumer at the center of the communication process (Sharma & Verma, 2018). Several consumers are utilizing social and digital media platforms for diverse activities, from information retrieval to final purchase decisions related to goods and services. In response to this trend, marketers are allocating a considerable portion of their advertising budget toward marketing on digital channels (Faruk et al., 2021). Despite a great deal of academic work, the current literature on the evolving nature of consumer engagement on social media remains fragmented and incomplete, leaving crucial questions unanswered. In this context, the rapid evolution of social media marketing necessitates a comprehensive understanding of the changing trends to formulate successful strategies for marketing.

Possible research approach

The study will employ a qualitative approach to investigate the research questions. The data collection involves semi-structured interviews with marketing and social media professionals. An online system will be utilized to conduct the interviews, and the gathered data will be subjected to thematic analysis. The study's sample will comprise individuals from the professional network, and the selection of participants will be based on their proficiency in social media marketing.

References

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SAMPLE RESEARCH PROPOSAL #3

The impact of artificial intelligence on the job market: An empirical investigation

Keywords: artificial intelligence; jobs; machine learning; robotics

Motivation of the research

Artificial intelligence (AI) has been a subject of controversy regarding its effects on the employment market for many years. The advent of the fourth industrial revolution has resulted in the swift advancement of AI-based technologies, which are anticipated to significantly impact various aspects of our lives and societies (Peña-Cabrera et al., 2019). Although AI technologies may work with other technologies, such as the Internet of Things, quantum computing, and blockchain, they are anticipated to eliminate millions of jobs. Nonetheless, a promising prospect exists for the emergence of novel job opportunities triggered by AI. Motivated by this paradigm shift brought about by the emergence of AI, this research proposal aims to investigate the impact of AI on the job market empirically.

Research problem and questions

The growing adoption of AI within the labor market has elicited apprehension regarding its effects on employment (Lane & Saint-Martin, 2021). There are divergent views regarding the impact of AI on the job market. While some contend that AI will generate novel employment prospects, others express apprehension that it may result in job displacement and unemployment. Consequently, there exists a necessity for empirical research to comprehend the effects of AI on the labor market. In line with this objective, our research question is as follows: *How can organizations and policymakers prepare for the impact of AI on the job market?*

The study's findings will yield valuable perspectives on AI's prospective advantages and obstacles within the labor market. The outcomes of this investigation hold significance for policymakers, employers, and employees with a stake in comprehending the effects of AI on the labor market. The study will additionally establish a foundation for forthcoming inquiries concerning the influence of AI on the labor market.

A preliminary review of the literature

The existing body of literature on AI's influence on the labor market indicates a growing apprehension regarding the potential displacement of employees due to technological advancement. Nevertheless, recent research has indicated that the likelihood of job creation is similar to that of job destruction (Hunt et al., 2022). Greater exposure to AI is associated with higher employment growth in occupations where computer use is prominent. According to existing literature, the proliferation of automation technologies such as robotics and AI is being implemented in a non-uniform manner across the workforce, disproportionately impacting occupations that require intermediate-level skills and do not necessitate a post-secondary education to a greater extent than those that need advanced-level skills. Robotics and AI experts contend that many job roles will be susceptible to automation within the next two decades. However, their predictions regarding the occupations that are at risk are more measured compared to those of individuals who lack expertise in this field. The literature also suggests that it is imperative for employees to maintain a harmonious coexistence with AI (Tsai et al., 2014), and the influence of AI on the job market should be evaluated in conjunction with other labor market factors, including outsourcing.

Possible research approach

The research will employ a mixed-methods design, encompassing qualitative and quantitative methodologies. The study will be carried out in two distinct stages. During the initial stage, a survey will be administered to gather information regarding the effects of AI on the labor market. The survey will be circulated to diverse employees and employers across various industries. The questionnaire will

encompass inquiries about the categories of employment that are susceptible to being substituted by AI, the proficiencies necessary for AI-associated occupations, and the ramifications of AI on the labor market.

During the second phase, a series of interviews will be carried out with a representative selection of employees and employers from various industries. The research methodology will involve semi-structured interviews that primarily investigate AI's effects on the labor market. The interviews will either be conducted in person or through video conferences depending on the location of the participants. The interviews will be recorded or transcribed and subject to further analysis to gather insights.

References

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