

Research Proposal

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Aim and Objectives



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4. Aim & Objectives of Research

- The term research aim usually refers to the main goal/purpose of a research Project. Usually a research project will have only one broad aim
- Sentences stating the aim of a project are usually quite brief and to the point. For e.g.
“To investigate factors influence marketing environment”.

4. Aims & Objectives of Research

- Research aim usually be followed by a series of statements describing a project plans to investigate.
- Objectives are building on the main theme and indicating the key issues to be focused in a project.
- Normally at least two or three research objectives will be stated and put them in a numbered list so they can be clearly identified later in a proposal or report.

4. Example of Aims & Objectives

The Aim ““To investigate factors influence marketing environment”.

- Objective 1: To examine whether Microenvironment factors are associated with it. “ the actors close to the company that affect its ability to serve its customers – the company, suppliers, marketing intermediaries, customer markets, competitors and publics.
- Objective 2: To examine whether Macro-environment factors are associated with it “a larger societal forces that affect the microenvironment. Demographics, Economics, natural resources, technology, politics and culture

4. Example of Aims & Objectives

- The Aim “To investigate factors associated with partner violence”.
- Objective 1: To examine whether alcohol consumption is associated with increased partner violence.
- Objective 2: To examine whether work force status (employment, unemployment) is associated with variations in the incidence of partner violence.

5. Scope and Limitation

- **Provide the area/scope that will be considered in the proposed research and justification why it is being considered.**
- **Emphasis on what will cover in this study rather to consider what will not cover.**

6. Significant of research

- From the literature review, gap analysis can be conducted in order to see how the propose research would fill in the gap in the area of research.
- How does the proposed research relate to the existing knowledge in the area.
- Clearly state the significance of your purpose or the reasoning for your study.

6. Significant of research

- A significant research is one that:
 - ✓ Develops knowledge of an existing practice
 - ✓ Develops theory/new product
 - ✓ Expands the current knowledge or theory
 - ✓ Advancements in current methodology
 - ✓ Related to a current technological issue
 - ✓ Exploratory research on an unexamined issue

7. Research Design

- A. Material and Apparatus or instrument
- B. Working Methodology / Procedure
- C. Work Plan

List out Instrument

A: In Survey Study People or population and Survey instrument is used.

- Give a detailed sampling plan – the target population characteristics, specific sampling plan, target sample size
- Describe the instruments will be used to gather data (tests, techniques, surveys, etc)
- Provide justification for selection of instruments based on theory, research question, subject characteristics, etc.

Methodology

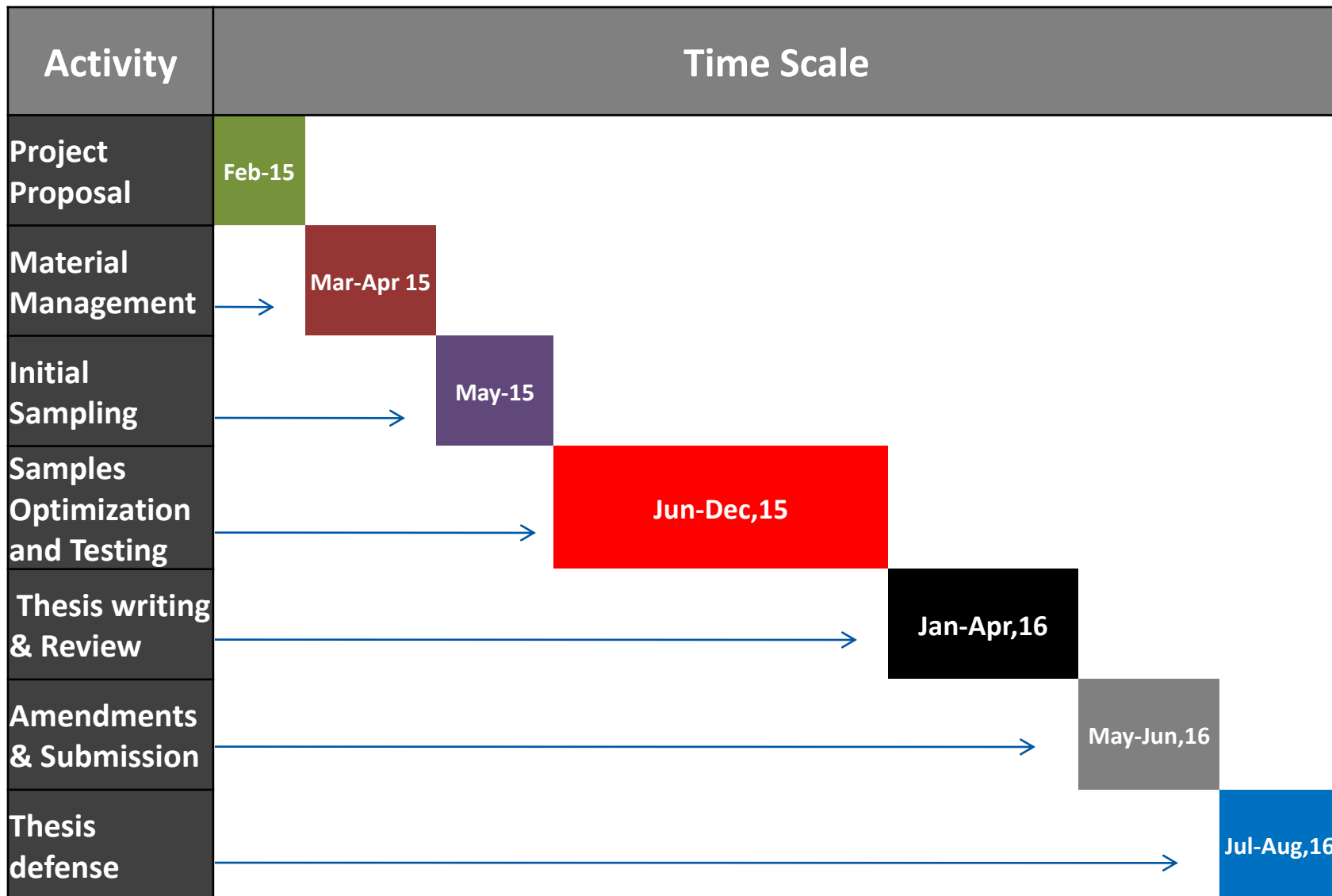
- Research design – it would be good to put it into a flow chart
- Must related to the research objectives
- Give a detailed sampling plan – the target population characteristics, specific sampling plan, target sample size
- Independent and dependent variables may be identified. (Uneducated vs Crime Rate)

Methodology

Describe how the study will be conducted or administrated

- When, how, where and by whom the data will be collected
- Describe the design of the test will be conducted or statistical test will be selected in this section.

8. Working Schedule/Time Frame



Results Discussion and Conclusion

- Describe your anticipated results based on the literature review and theory based
- Write your conclusions if your research questions would be supported
- Write your tentative conclusions if your research questions would not be supported