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| **Research Proposal Form** | | |
| **Student name: Syukur Sidiq Nur Alam** | | |
| **Student ID:** bdse-0922-089 | | |
| **Centre name: Syukur** | | |
| **Mentor: Arvinder** | | |
| **Unit:** 13 Computing Research Project | | |
| **Date: 30th Aug 2023** | | |
| **PROPOSED TITLE: Transforming Business Models in the Digital Era to Address Post-Covid Challenges.** | | |
| **Section One: Objective, responsibilities** | | |
| **Objectives:**  This thesis aims to comprehensively investigate the dynamics of business model transformation in response to the unique challenges posed by the post-Covid landscape, with a specific focus on leveraging digital technologies. The general variable under examination is the adaptability of businesses to evolving circumstances. The primary purpose is to understand how businesses can not only survive but thrive by embracing digital transformation in the wake of the Covid-19 pandemic. Hypotheses will be formulated and tested to ascertain the significance of digital technology adoption in reshaping business models. The research endeavors to analyze successful case studies, evaluate the impact of these transformations on organizational performance, and provide strategic insights for businesses looking to adapt and thrive in the rapidly evolving digital ecosystem post-Covid. Additionally, it will explore the role of digital technologies in enhancing agility, customer engagement, and operational efficiency within transformed business models.    **Responsibilities:**  1.Defining Research Strategy: You will be responsible for developing a clear research strategy that outlines the approach and methodologies to comprehensively investigate business model transformation in the post-Covid digital era. This includes defining the research framework and methods for analyzing the impact of digital technologies.  2. Comparative Analysis of Old and New Business Models: Conduct a thorough comparative analysis between traditional business models and those transformed in response to the post-Covid challenges. This involves identifying key differences, strengths, and weaknesses.  3. Data Collection and Analysis: Oversee the collection of relevant data, ensuring that it aligns with the research objectives. Analyze this data to draw insights into the dynamics of business model transformation and the role of digital technologies.  4. Testing Hypotheses: Formulate hypotheses related to the significance of digital technology adoption in reshaping business models. Design and execute tests or experiments to evaluate these hypotheses and draw valid conclusions.  5. Case Study Research: Conduct an in-depth examination of successful case studies that exemplify business model transformation post-Covid. Analyze these cases to identify patterns, best practices, and lessons learned.  6. Project Management: Develop a detailed project plan that encompasses research activities, timelines, milestones, and resource requirements. Oversee the execution of the plan to ensure adherence to timelines and budgets.  7. Risk Management: Identify potential risks and challenges in the research process and create a risk management plan to address them proactively. | | |
| **Section Two: Reasons for choosing this research project** | | |
| **Enlist Assumptions:**  **Technological Assumption**  The project assumes the utilization of specific hardware and software components for seamless development. This includes using Windows 10 Pro as the operating system, an Intel Intel(R) Core(TM) i7-8550U CPU, 12GB of RAM, and 1TB of memory for hardware. Software tools consist of Visual Studio Code for front-end development, Spring Tools Suite (STS) for back-end development, and MySQL Workbench for the database. The project is built upon the React framework for the front-end and the Spring Boot framework for the back-end. These technological assumptions form the foundation for the project's implementation, catering to advanced features such as digital ordering and payments while ensuring compatibility across devices.    **2.          Facility Assumption**  The project assumes access to well-equipped testing facilities that meet specifications. These facilities are essential for carrying out accurate tests under controlled conditions, simulating real-life situations. Having experienced staff oversee testing activities ensures quick problem resolution and reliable results. The availability of the right test environment contributes to the successful outcome and reliability of the project.  **3.          Infrastructure Assumption**  The project assumes the availability of essential infrastructure components to facilitate optimal digital operations:   * **Adequate Hardware:** Access to necessary hardware devices such as personal computers, smartphones, and tablets is assumed, enabling effective analysis, development, and testing. * **Stable Internet Connectivity:** The presence of stable and reliable internet access is assumed, supporting online resource access, collaboration, and data transfers. * **Equipment for Trial:** Assumption includes a variety of devices for thorough testing, encompassing diverse hardware and operating system combinations. * **Development Environment Access:** Availability of a suitable development environment, including required software and tools, is assumed to enable efficient coding, testing, and optimization. * **Security and Privacy Measures:** Proper security protocols are assumed to be in place to safeguard sensitive data and project information from potential threats.   **Need of Solution:**  A robust solution is imperative to ensure the successful execution of the research project, given the assumptions in play. Key components include addressing technological assumptions through a comprehensive plan encompassing hardware and software procurement, maintenance, and compatibility assurance. A well-structured testing and quality assurance framework should be implemented to meet facility assumptions, including well-equipped testing facilities, experienced staff oversight, and controlled testing environments. To cater to infrastructure needs, a holistic approach is required, encompassing hardware availability, stable internet connectivity, device diversity for testing, access to a suitable development environment, and robust security measures. Additionally, there should be a data management strategy, stakeholder engagement plan, well-structured project timeline, and comprehensive budget management plan. This ensures resource efficiency and aligns with the assumption of recommendation adoption. Skills enhancement, an ethical research framework, effective communication channels, and a digital transformation strategy are vital. Finally, maintaining technology infrastructure, ensuring accessibility, and providing design resource support complete the solution, creating an environment conducive to fruitful research. | | |
| **Section Three: Literature sources searched** | | |
| **Journal article:**   1. Dublin, 2022. Business Model Innovation Post-COVID-19, 2021 Report - Outcome-as-a-service Model Drives Value Chain Compression. Available at: [Business Model Innovation Post-COVID-19, 2021 Report - (globenewswire.com)](https://www.globenewswire.com/en/news-release/2022/01/13/2366185/28124/en/Business-Model-Innovation-Post-COVID-19-2021-Report-Outcome-as-a-service-Model-Drives-Value-Chain-Compression-and-Transforms-Customer-to-a-Partner-for-OEMs.html) [Accessed 30 August 2023]. 2. Elsevier, 2022 . Business Model Adaptation to the COVID-19 Crisis: Strategic Response of the Spanish Cultural and Creative Firms. Available at:   [Business Model Adaptation to the COVID-19 Crisis: Strategic Response of the Spanish Cultural and Creative Firms - PMC (nih.gov)](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9906696/) [Accessed August 30, 2023]. | | |
| **Section Four: Activities and timescales** | | |
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| **Milestone one: Research Proposal** | | |
| **Target date (set by tutor):** | | |
| **Milestone two: Project Implementation** | | |
| **Target date (set by tutor):** | | |
| * **Primary Research** * **Survey**   A survey is a method for collecting data from a group of people, typically using questionnaires or interviews. It's used to gather information on various topics, opinions, or behaviors. Surveys involve structured questions and are often done with a representative sample from a larger population. The data collected is usually quantitative and can be statistically analyzed. Surveys have a wide range of applications, from market research to social science research, and they can provide valuable insights for decision-making and policy development.   * **Secondary Research** * **Case Study**   A case study is an in-depth analysis of a particular individual, event, organization, or phenomenon in its real-life context. It involves collecting diverse data types and aims to provide a holistic perspective. Case studies can be exploratory or explanatory, often rely on qualitative data, have a small sample size, and focus on rich descriptions. They contribute to theory development and help understand complex and context-dependent subjects. Case studies are valuable in various fields for examining unique or complex cases and exploring causal relationships.   * **Literature Review**   A literature review is a thorough examination of existing scholarly research on a specific topic. It aims to identify what is already known, evaluate the quality of sources, pinpoint research gaps, and provide context for a new study. Literature reviews support research claims, synthesize findings, and highlight trends and debates within a field. They are crucial in academic research and can vary in scope, from standalone articles to parts of larger research projects. Conducting a literature review involves systematic searching, summarizing, and analyzing relevant sources while properly citing them. | | |
| **Comments and agreement from tutor:** | | |
| I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate**.** | | |
| **Agreed:** | **Name:** | **Date:** |
| **Comments and agreement from project proposal checker (if applicable):** | | |
| I confirm that the project is appropriate. | | |
| **Agreed:** | **Name:** | **Date:** |