FOR SELECTING A RESEARCH TOPIC AND FORMULATING YOUR RESEARCH AIM



IDEA FORMATION

- · Look at the broad areas in Business and Management
- E.g.: HRM, Finance/ Accounting / General Management / Marketing/ Technology

02

FORM INITIAL RESEARCH IDEA

- · Choose one or two areas of your interest
- For example HRM: Research on areas in particular to this area like employee engagement / organizational performance/ employee productivity etc

03

CONSIDER WHAT ACTION YOU WOULD LIKE TO DO IN YOUR RESEARCH

E.g.: Evaluate, analyse, identify, study (Consult the list of verbs document shared)

04

SELECT THE SECTOR / SUB-SECTOR / INDUSTRY/ GEOGRAPHIC LOCATION

- In which sector you want to choose like retail industry/ banking / Manufacturing
- Choose the specific sectors --- Clothing retail industry/business banking / retail banking garment manufacturing, etc

05

ADD SECTOR / INDUSTRY SPECIFIC DETAILS TO YOUR QUESTION (S) LIKE

- What is the size of the organization small, mid, large
- What level of employees you are focusing? Ex: Middle level, top level etc.
- Where is your chosen organization? Ex: UK, India, Nigeria
- · You can also choose an organisation for case study

For Example : Moving from Steps 2 through to 5 Read journal articles and other publications via your digital access to the University library to understand Step 1: Idea Formation - Human resource management What are the developments in that research area, What are the gaps in the literature and also Step 2: Research Idea - Employee motivation and What research has already been organisation performance done in that area Step 3: What action would you like to do - Evaluate Step 4: Adding the sector and sub-sector details: Grocery

Step 5: Adding other details: Mid sized grocery retail sector, entry level employees UK, E.g.: Sainsbury's

TOPIC: Evaluating the impact of employee motivation on organisational performance in Mid-sized UK grocery retail sector – A Case study of Sainsbury's

AIM: To evaluate the impact of entry-level employee motivation on organisational performance in mid-sized UK grocery retail sector – A case Study of Sainsbury's