

FOR SELECTING A RESEARCH TOPIC AND FORMULATING YOUR RESEARCH AIM

01

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

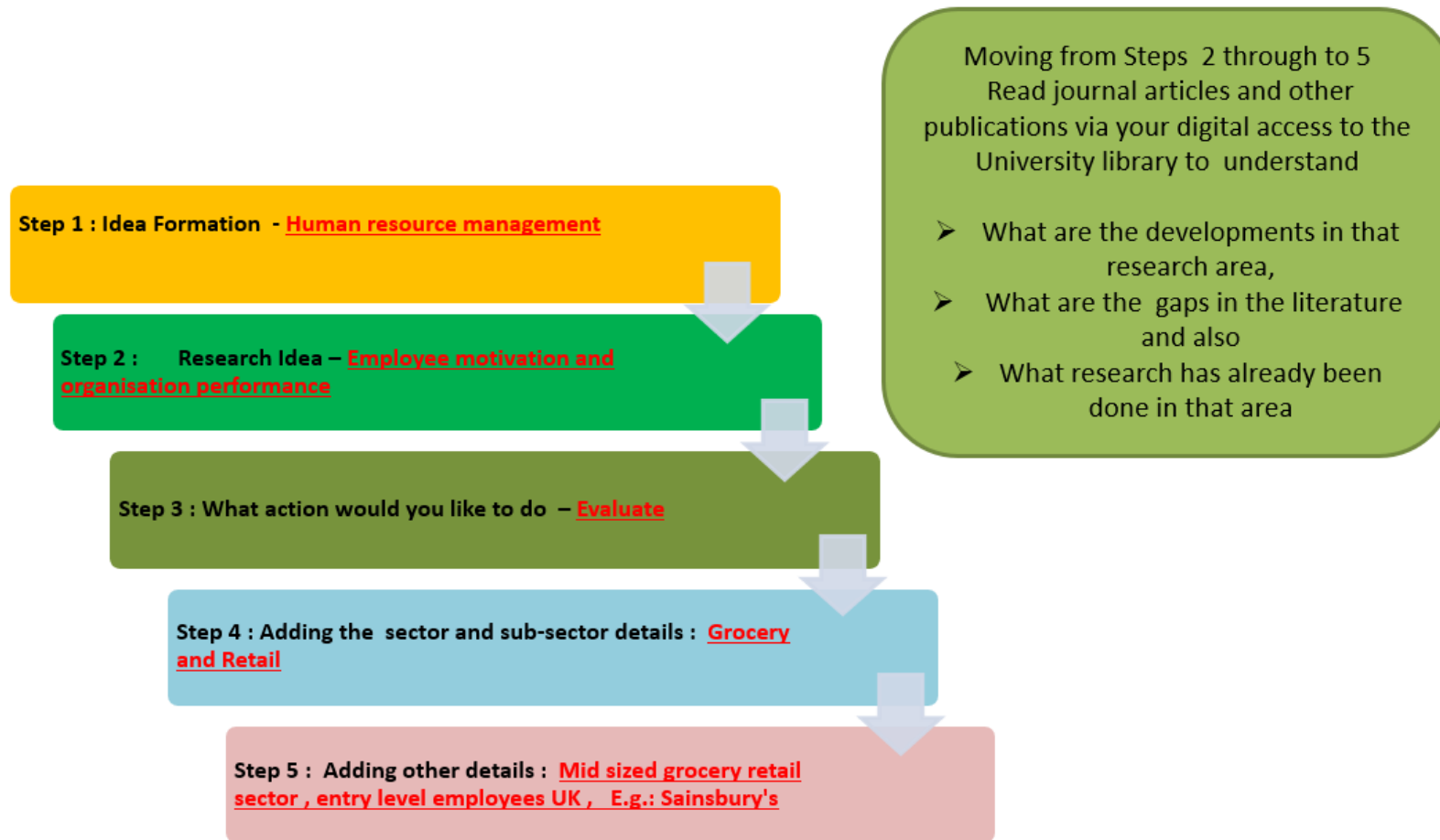
- In which sector you want to choose - like retail industry/ banking / Manufacturing
- Choose the specific sectors --- Clothing retail industry/business banking / retail banking garment manufacturing, etc

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 :



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