

# BUS7C4 Research Project (Semester 3 2024-25) Final Proposal submission by 9am 1st September

Please complete the following questions to outline your proposed research and declare which of the three options you will be pursuing for your dissertation. You **must** complete this form and commit to an option by Monday 1st September at 9:00am. **Answer all questions. Be Careful to check all answers before submission as only one submission is permitted per student and errors may not be corrected. Please ensure you keep a copy of your submission.**

Hi, RAMA. When you submit this form, the owner will see your name and email address.

\* Required

1. Student Name: \*

Rama Koteswara Rao Mangineni



2. Student Number: \*

S24013995

3. Programme: \*

This is the degree you are enrolled on. Remember that **your research topic and your programme must be aligned**. For example, if you are taking MBA project management your topic must have a project management element.

INTERNATIONAL BUSINESS MANAGEMENT

4. Are you undertaking advanced practice during your programme  



Yes

Ask AI

No5. When are you scheduled to undertake advanced practice? \*  Sem 2 -February without summer leave in Sem 3 2025-26 Sem 2 February with summer leave in Sem 3 2025-266. I confirm that during phase 1 of the dissertation I have completed the following: \*  HARP activity Literature search on my topic area What's wrong? data activity Academic Integrity Quiz Ethics Quiz MsForms Questionnaire Design NVivo Exercises Excel Datapak Exercises

## 7. I agree that:

- I will ensure that my research study complies with the University's Code of Practice and that I will seek clarification from my supervisor or the module leader where I am unsure.
- After completing this proposal, I will complete my Ethics Application in full.
- I will not start my research data or source collection until I have had written ethics approval from my supervisor.

 Ask AI

The University's Code of Practice on Ethical Standards for Research is available from: <https://wrexham.ac.uk/media/marketing/research/Research-Ethics-Policy.pdf>

Agree

Other

8. Which area of business does your research focus on? \* 

Marketing

Finance

HRM

Healthcare management

Project management

Supply Chain Management



Strategic Change Management

Corporate Social Responsibility

Data Analytics

Other

9. Which research study option have you selected? (Select only one) \* 

Empirical Based Research Study (primary or secondary data collection)

Project Based Research Study - note selecting this options will need a transfer from BUS7C4 to BUS7E5 project

10. What is your chosen research philosophy? \* 

Ask AI

## Positivism

### 11. Empirical based research studies - Current Working Title:

(This will evolve during your research - it does not need to be your final title at this stage)

Exploring organisational approaches to international market entry under global ec

### 12. Empirical based research studies - Research Question:

This is not your research topic area but a focused single research question that explores the business problem you have identified within your topic area. (This should have a question mark ? at the end)

How internationally operated firms embrace effective market entry strategies in re

### 13. Empirical based research studies - Research Aim:

What are you aiming to find out through your research that will help business? (This is one overarching statement to support your objectives)

The study aims to "Evaluate the ways firms respond to global economic uncertain

### 14. Empirical based research studies - Research Objectives:

(List four objectives e.g. 'to analyse...', 'to establish...', 'to review...', 'to examine...'. The final objective should be 'to recommend...')

- \* To identify different types of global economic uncertainties that impacts international market entry decisions
- \* To outline strategic market entry strategies adopted by multinational firms in mitigating economic volatility and expansion risks
- \* To analyse the role of political, institutional and financial factors in shaping strategic market entry responses
- \* To propose innovative practices that improves resilience during entering to foreign markets

## 15. Empirical based research studies - Why is the study needed?

Give a reasoned justification for the study - a brief statement on the organisational/business/management reason for the study. Examples may be due to a performance issue which could be people, process or resource based.

In the modern day and age global economic uncertainties poses significant threats to businesses which drastically impacted their performances and sustainability measures. It further affects the expansion strategies of international businesses which lead to declining business performances during complex global economic conditions. These have created uncertainties for businesses during adapting to market dynamic shifts, allocating resources and managing operational risks as well (Iriani et al., 2024). In this context, improper adoption or misalignment of strategies across business premises could lead to significant financial losses, supply chain disruptions and reputational damage in the long-run (Sharma et al., 2021). From a management viewpoint the on-going research would contribute towards addressing this gap by developing understanding on the ways firms remains resilient and agile during entering to volatile, competitive and uncertain markets. Despite taking precautions some businesses lacks a structured decision making framework which are essential in coping with on-going economic shifts. It leads to underperformances in the market, inefficient processes and strategic misalignments. The on-going research



## 16. Empirical based research studies - What sampling strategy will be used?

Probability

Non-probability

## 17. Empirical based research studies - Which type of probability sampling strategy will be used?

Remember a probability sample requires randomisation to be introduced. This usually requires a list of all members of the population (sampling frame). For example, given a list of all employees in the department you invite every third person on the list to take part. The sample MUST be random (in the statistical sense of the word) to ensure that each potential participant in the population has an equal probability of being selected.

Simple random (e.g. use a web-based random number generator to select from the sampling frame)

Ask AI 

- Systematic random (e.g. every 3rd element of the sampling frame is chosen for the sample)
- Stratified random (take random sample from various strata (homogeneous subgroups of members))
- Cluster (divide the population into groups/clusters; take a simple random sample of the clusters; all members from the selected clusters are sampled)
- Purposive sampling

#### 18. Empirical based research studies - What type of data will be collected?

Remember this must be data and not literature that is collected. Literature is used in your literature review chapter to establish what is known and what the gap in knowledge is to help you define your research question. However it is data that you need to collect and analyse to answer this question and compare your results/findings with the existing body of knowledge. A literature based study is not an option for your dissertation.

- Qualitative
- Quantitative
- Both Qualitative and Quantitative in a mixed method study
- Other

#### 19. Empirical based research studies - Will the study collect primary or secondary data?

Primary data is data you are collecting directly yourself, secondary data is data that has already been collected by others for a different purpose but can be used to answer your research question.

- Primary
- Secondary
- Other



Do you need gatekeeper approval to access your data? \* 

Gatekeeper approval is needed if you are collecting data directly from employees of a company, from a private group on social media, or for use of secondary data that is not publicly available. Gatekeeper approval is not required if you are collecting data that is already publicly published, or from individuals over open social media public sites.

Yes

No

## 21. Empirical based research studies - How will the data be collected?

Questionnaire

Structured interviews (qualitative questionnaire)

Semi-structured interviews

Existing data set

A data set will be collated from multiple secondary data sources such as 5 companies annual reports for the last 5 years. 

Mixed methods

Other

## 22. How will you analysis your data? \*

Quantitatively using Excel

Quantitatively using SPSS

Qualitatively using NVIVO

Mixed method using Excel and NVIVO

Mixed method using SPSS and NVIVO

Ask AI

Other Send me an email receipt of my responses

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