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| **Section 1: Applicant Details** | |
| First Name | Click or tap here to enter text. |
| Last Name | Click or tap here to enter text. |
| Faculty | Choose an item. |
| Department | Click or tap here to enter text. |
| Co-researcher Names  (internal and external)  Please include names, institutions and roles. If there are no co-researchers, please state N/A. | Click or tap here to enter text. |
| Is this application for a staff or a student? | Choose an item. |
| Student Course details | Choose an item. |
| Name of Director of Studies / Supervisor | Click or tap here to enter text. |
| Comments from Director of Studies / Supervisor  *For student applications, supervisors should ensure that all of the following are satisfied before the study begins:*   * *The topic merits further research;* * *The student has the skills to carry out the research;* * *The participant information sheet is appropriate; and procedures for recruitment of research participants and obtained informed consent are appropriate.*   *The supervisor must add comments here. Failure to do so will result in the application being returned* | |
| Click or tap here to enter text. | |

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| **Section 2: Project** | |
| **Section 2:1 Project details** | |
| Full Project Title | |
| SMALL BUSINESS IN A WAR POST PANDEMIC; A CASE STUDY OF THE DIGITAL INNOVATION DRIVE OF FIRST ARSY COMPANY. | |
| **Project Dates**  These are the dates for the overall project, which may be different to the dates of the field work and/or empirical work involving human participants. | |
| Project Start Date | Click or tap to enter a date. |
| Project End Date | Click or tap to enter a date. |
| **Dates for work requiring ethical approval**  You must allow **at least 6 weeks** for an initial decision, plus additional time for any changes to be made. | |
| Start date for work requiring ethical approval | Click or tap to enter a date. |
| End date for work requiring ethical approval | Click or tap to enter a date. |
| How is the project funded?  (e.g. externally, internally, self-funded, not funded – including scholarly activity)  Please provide details.. | |
| Self-funded | |

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| Is external ethics approval needed for this research? | No |
| If Yes please provide the following:  For NHS Research please provide a copy of the letter from the HRA granting full approval for your project together with a copy of your IRAS form and supporting documentation, including reference numbers.  Where review has taken place elsewhere (e.g. via another university or institution), please provide a copy of your ethics application, supporting documentation and evidence of approval by the appropriate ethics committee. | |
| Click or tap here to enter text. | |
| **Section 2:2 Project summary** | |
| Please provide a concise summary of the project, including its aims, objectives and background. (maximum 400 words)  Please describe in non-technical language what your research is about. Your summary should provide the committee with sufficient detail to understand the nature of the project, its rationale and ethical context. | |
| The world is just recovering from a global pandemic and immediately there is the Russia Ukraine war. Though Nigeria is very far from the warzone, but the country is not immune from the effect of the war owing to Russia’s influence on world economy and Nigeria’s dependence on international trade and importation. This has created a wide range of impacts on companies with many of them struggling financially. Environmental jolt or risk of an extreme event (Neyer,1982) exposes an SME to higher levels of strategic uncertainty, which impacts upon its everyday activities and may, in some cases, threaten its survival (Sullivan-Taylor and Branicki, 2011). The significant surge in fuel prices, increase in cost of transportation, food inflation and other necessities in the country indicates an increase in cost of goods and materials needed to produce them, thereby denting purchasing power of consumers. Some SMEs cannot survive beyond one month because of cashflow issues (Farrel and Wheat, 2016) especially in a developing country like Nigeria, small businesses has had to face many short term challenges relating to workforce, health and safety, cash flow, supply chain, consumer demand, sales, and marketing.  Like Albert Einstein famously proclaimed: "Amid every crisis lies great opportunity" and for managers, especially in this period, digital tools can bring many significant benefits for firms. Digitalisation reduces transaction costs by providing better and quicker access to information, and communication between staff, suppliers and networks. It facilitates access to resources, including finance, training, recruitment channels, online shopping, innovation and greater access to innovation assets as well as the potential for firms to generate data and analyse their own operations in new ways, to drive improved performance. Yet despite the benefits and opportunities digital technologies bring, many small businesses has still not been able to tap in and fully adopted digitalization.  The aim of this thesis is to investigate the effect of digital innovation on First Arsy company and it will through these objectives:   1. Establish the effect of digital innovation on work culture 2. To analyze the effect of digital innovation on organization profitability 3. To assess the effect of digital innovation on customer satisfaction. | |
| What are the research questions the project aims to answer? (maximum 200 words) | |
| The questions guiding this research includes:   1. How the war after a pandemic has affected small businesses 2. What is the impact of digital innovation on work culture 3. What are the effects of digital innovation on organization profitability 4. What is the effect of digital innovation on customer satisfaction and retention. | |
| Please describe the research methodology for the project. (maximum 250 words) | |
| The two common research philosophies in management science are positivism and Interpretivism. Positivism is founded on the basis that knowledge can only be created through quantifiable observations, while interpretivism is rooted in the basis that knowledge varies based on the understanding of individuals, and these understandings are constantly changing. This study adopts the interpretivism research philosophy to understand how digitalization and advancements in technology have affected organizations and to gain insights into this subject matter by analysing different opinions, perspectives, and contexts.  In this thesis also, the abductive approach was used by combining theoretical assumptions from previous studies with empirical observations to gain insights into contemporary trends in the subject matter and draw appropriate conclusions.  The semi-structured questionnaire approach was adopted as it will allow the researcher to figure out the dimensions in which digitization has impacted the sustainability of the organization under study especially in this period of war when the world is just recovering from a pandemic. The interviews will be conducted, recorded and reported in English at the company’s branch. The interview questions were designed to provide answers to the research questions and help the researcher figure out the impacts of digitization on a public media relation company. | |

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| **Section 3: Human Participants** | |
| Does the project involve human participants or their data?  *If not, please proceed to Section 5: Data Collection, Storage and Disposal, you do not need to complete sections 3-4.* | Yes |
| **Section 3.1: Participant Selection** | |
| Who are your participants? | |
| CEO and employees of First Arsy Company | |
| Will you be recruiting students as research participants who are from outside your faculty and/or from multiple faculties?  If you plan to recruit student participants from across UWE (rather than solely from your home faculty) your ethics application will be reviewed by UREC instead of the FREC. | No |
| Please explain the steps you will take to select your participant sample. | |
| The stratified random sampling will further be adopted to determine respondents. From the directory of companies list, businesses from 2 – 50 employees were chosen, established over 5 years, high performing and those that are publicity companies located in Victoria Island, Nigeria. | |
| Please explain how you will determine the sample size. | |
| Following the earlier stated sampling technique, the proportional stratified sampling will be used to select ten (10) random employees to be interviewed. The above sampling technique and sample size will be employed in order to have representation of the various employee because the population does not constitute a homogenous group (Datta, 2018). | |
| Please tell us if any of the participants in your sample are vulnerable, or are potentially vulnerable and explain why they need to be included in your sample.  NB: Please do not feel that including vulnerable, or potentially vulnerable participants will be a bar to gaining ethical approval.  Although there may be some circumstances where it is inappropriate to include certain participants, there are many projects which need to include vulnerable or potentially vulnerable participants in order to gain valuable research information.  This particularly applies to projects where the aim of the research is to improve quality of life for people in these groups.  Vulnerable or potentially vulnerable participants that you **must** tell us about:   * Children under 18 * Adults who are unable to give informed consent * Anyone who is seriously ill or has a terminal illness * Anyone in an emergency or critical situation * Anyone with a serious mental health issue that might impair their ability to consent, or cause the research to distress them * Young offenders and prisoners * Anyone with a relationship with the researcher(s) * The elderly | |
| Click or tap here to enter text. | |
| **Section 3.2: Participant Recruitment and Inclusion** | |
| How will you contact potential participants? Please select all that apply. | |
| Advertisement  Emails  Face-to-face approach  Post  Social media  Telephone calls  Other  If Other, please specify: Click or tap here to enter text. | |
| What recruitment information will you give potential participants?  Please ensure that you include a copy of the initial information for participants with your application.  [Research Template Participant Information Sheet](https://docs.uwe.ac.uk/ou/Communications/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/ou/Communications/Documents/GDPR/guidance_on_participant_information_sheets%20FINAL.docx)  [Research Template Privacy Notice](https://docs.uwe.ac.uk/ou/Communications/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/ou/Communications/Documents/GDPR/guidance_on_research_participant_privacy_notice%20FINAL.docx) | |
| Recruitments notice will be sent by emails. The overview including aims and objectives of the research survey will be shared with participants. The count of questions to be answered eight (8) and the time limit, 30 minutes. Also, privacy notice that information shared is private | |
| How will you gain informed written consent from the participants?  Please ensure that you include a copy of the participant information sheet and consent form with your application.  [Research Template Consent form](https://docs.uwe.ac.uk/ou/Communications/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/ou/Communications/Documents/GDPR/GDPR%20consent%20form%20FINAL.docx)  [Research Template Privacy Notice](https://docs.uwe.ac.uk/ou/Communications/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/ou/Communications/Documents/GDPR/guidance_on_research_participant_privacy_notice%20FINAL.docx) | |
| Consent form will be sent and expected to be signed before the participants can undertake the survey. | |
| What arrangements are in place for participants to withdraw from the study? | |
| The participants are guaranteed that they can withdraw anytime they chose to once they feel uncomfortable with the study | |

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| **Section 4: Human Tissue** | |
| Does the project involve human tissue? | No |
| *If you answer ‘No’ to the above question, please go to Section 5*  Please describe the research methodology that you will use.  This should include an explanation of why human tissue is required for the project and a description of the information that you and the research team will have access to about the participants/donors. | |
| Click or tap here to enter text. | |
| Please describe how you propose to obtain/collect, process, securely store and dispose of the human tissue. | |
| Click or tap here to enter text. | |
| Please explain if and how samples will be anonymised.  Where samples are not anonymised, please explain how confidentiality will be maintained, including how this information will be securely and appropriately stored and disposed of. | |
| Click or tap here to enter text. | |

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| **Section 5: Data Collection, Storage and Disposal** |
| Research undertaken at UWE by staff and students must be GDPR compliant. For further guidance see [Research and GDPR compliance](https://intranet.uwe.ac.uk/whats-happening/sites/gdpr/updates/pages/research-and-gdpr-compliance-update-08-may-2019.aspx)  Please confirm that you have included the UWE Privacy Notice with the Participant Information Sheet and Consent Form  By ticking this box, I confirm that I have read the [Data Protection Research Standard](https://docs.uwe.ac.uk/ou/Communications/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/ou/Communications/Documents/GDPR/GDPR%20Research%20Governance%20Standard%20FINAL.docx), understand my responsibilities as a researcher and that my project has been designed in accordance with the Standard. |

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| **Section 5.1 Data Collection and Analysis** |
| Which of these data collection methods will you be using? Please select all that apply. |
| Interviews  Questionnaires/surveys  Focus groups  Observation  Secondary sources  Clinical measurement  Digital media  Sample collection  Other  If Other, please specify: Click or tap here to enter text.  Please note that online surveys must only be administered via [Qualtrics](https://www.qualtrics.com/uk/)  Please ensure that you include a copy of the questionnaire/survey with your application. |
| What type of data will you be collecting? |
| Quantitative data  Qualitative data |
| Please describe the data analysis and data anonymisation methods. |
| Qualtrics will be used in analyzing the questions and illustrating the results with graphs and tables. |
| **Section 5.2 Data Storage, Access and Security** |
| Where will you store the data? Please select all that apply. |
| H:\ drive on UWE network  Restricted folder on S:\ drive  Restricted folder on UWE OneDrive  Other (including secure physical storage)  If Other, please specify: Click or tap here to enter text. |
| Please explain who will have access to the data. |
| I alone will have access to this data |
| Please describe how you will maintain the security of the data and, where applicable, how you will transfer data between co-researchers. |
| There will be no transfer of data hence security of data maintained securedly on H:\ drive on UWE network |
| **Section 5.3 Data Disposal** |
| Please explain when and how you will destroy personal data. |
| Data will be destroyed by deletion from the H:\ drive on UWE network at end of dissertation |

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| **Section 6: Other Ethical Issues** | | |
| What risks, if any, do the participants (or donors, if your project involves human tissue) face in taking part in the project and how will you address these risks? | | |
| There are no risks involved, and more so no private questions are to be asked | | |
| Are there any potential risks to researchers and any other people as a consequence of undertaking this project that are greater than those encountered in normal day-to-day life?  For further information, see [guidance on safety of social researchers](https://docs.uwe.ac.uk/sites/health-and-safety/_layouts/15/download.aspx?SourceUrl=https://docs.uwe.ac.uk/sites/health-and-safety/Documents/G017_Social_Researchers.docx). | | |
| No there are none | | |
| How will the results of the project be reported and disseminated? Please select all that apply. | | |
| Peer reviewed journal  Conference presentation  Internal report  Dissertation/thesis  Written feedback to participants  Presentation to participants  Report to funders  Digital media  Other  If Other, please specify: Click or tap here to enter text. | | |
| Does the project involve research that may be considered to be security sensitive?  For further information, see [UREC guidance for security sensitive research.](http://www1.uwe.ac.uk/research/researchethics/guidance.aspx) | No | |
| Please provide details of the research that may be considered to be security sensitive. | | |
| Click or tap here to enter text. | | |
| Does the project involve conducting research overseas? | | Yes |
| Have you received approval from your Head of Department/Associate Dean (RKE) and is there sufficient insurance in place for your research overseas? | | Not applicable |
| Please provide details of any ethical issues which may arise from conducting research overseas and how you will address these. | | |
| There are none and consent form will be duly signed before commencement of the survey | | |

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| **Section 7: Supporting Documentation** |
| Please ensure that you provide copies of all relevant documentation, otherwise the review of your application will be delayed. Relevant documentation should include a copy of:    • The research proposal or project design.  • The participant information sheet and consent form, including a UWE privacy notice.  • The questionnaire/survey.  • External ethics approval and any supporting documentation.    Please clearly label each document - ensure you include the applicant's name, document type and version/date (e.g. Joe Bloggs - Questionnaire v1.5 191018). |

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| **Section 8: Declaration** |
| By ticking this box, I confirm that the information contained in this application, including any accompanying information is, to the best of my knowledge, complete and correct. I have attempted to identify all risks related to the research that may arise in conducting this research and acknowledge my obligations and the right of the participants.  Name: Click or tap here to enter text.  Date: Click or tap to enter a date. |

**This form should be submitted electronically to the Research Ethics Admin Team:** [**researchethics@uwe.ac.uk**](mailto:researchethics@uwe.ac.uk) **and email copied to the Supervisor/Director of Studies where applicable, together with all supporting documentation (research proposal, participant information sheet, consent form etc).**

**Please provide all the information requested and justify where appropriate.**

**For further guidance, please see** [**http://www1.uwe.ac.uk/research/researchethics**](http://www1.uwe.ac.uk/research/researchethics) **(applicants’ information)**