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Programme:	DBA		
Module:	Identity and Approaches to Applied Business Research		
M o d u l e code:	BMDM7001	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Professor Jill Venus	Internal Verifier:	
Assignment Title:	Portfolio	Word count (or equivalent):	3 , 5 0 0 words
Submission deadline:	A p r i l 2 9 th , 10.00am	Return date of provisional marks & written feedback:	May 28 th

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1. Positinality and Individuality

Individuality makes a person or thing different by the quality or character, which impacts innovation, maintains our identity (Collinsdictionary.com, 2019). Everything around you are shaping you. We cannot go back to our brain map to analysis the process of information generating between your brain neutrons, but there is a question you should always ask-- What makes you you? While positionality (Oxford Dictionaries,2019) based on a position related to massive other things, such as issues of culture, ethnicity, or gender. In the research context, there are significant potential effects on every phase of the research process caused by positionality which is inevitable, but we should aware that (Bourke, 2014). The researcher's positionality, philosophical stance, generates various research perspectives for their own sake, which we cannot judge easily. Like pseudo-science is not bad science (Pritchard, 2014). Furthermore, positionality is related to research interest which can be easily affected due to information explosion, media chaos, then your research problem is involved or affected. So, there are at least two important influencing factors in the research process (Easterby-Smith, Thorpe, et al., 2012).

Positionality first appears in epistemology, and in terms of individuality is more likely to be related to ontology, both are important in business research. Though our behaviour will change according to the different surrounding people, the good point is people bring out various aspects of our personality (Hampson, 1995). Have a thorough and holistic understanding of positionality and individuality not only research makes your research more valuable, but also deepens your understanding of the research project and research process actually. When we begin business research, we can highlight our individuality and positionality by writing down the positionality Statement (Holmes, 2014), which leads us to refers to another connect point--reflexing. Reflexivity, which is important to be sorted out, begins with exploring your positionality and will be a continuous process. Through critically reflexive practice related to reflex interaction, reflective analysis, and critically reflexive questioning (Cunliffe, 2004), you can think more critically. Critical thinking

contains a process, such as to ask questions, argue, compare, traceback information (Cottrell, 2005).

There are different kinds of research that vary from the industry, purpose, and participants. Moreover, market-changing is shaping the research, and the companies tend to predict the research's result for their company's positionality. Focused on my own business research topic which may be conducted by mixed research methods, I may face the 'Insider and Outsider' situation, cultural conflict and unscalable quantitative emotional factors. The interaction of people during the research is a topic related to positionality that everyone should pay attention to. By setting out the concept of 'currencies' and 'analytic languages' to solve the research related to more than one language (srivatava, 2006). Iyengar (2010) offers a way to understand an individual's preferences from studies about how we make choices related to cultural conflict.

1.1 Appendix 1

BRIAN, B., 2014. Positionality: Reflecting on the Research Process. *The Qualitative Report*, 19(33),

CUNLIFFE, A.L., 2004. On Becoming a Critically Reflexive Practitioner. *Journal of Management Education*, 28(4), pp. 407-426.

JOSEPH K.T., 2012. Benefits, Challenges, and Dynamism of Positionalities Associated With Mixed Methods Research in Developing Countries: Evidence From Ghana. *Journal of Mixed Methods Research*, 6(4), pp. 379-391.

MUHAMMAD, M., WALLERSTEIN, N., SUSSMAN, A.L., AVILA, M., BELONE, L. and DURAN, B., 2015. Reflections on Researcher Identity and Power: The Impact of Positionality on Community Based Participatory Research (CBPR) Processes and Outcomes. *Critical Sociology*, 41(7-8), pp. 1045-1063.

PRITCHARD, D., 2014. *What is this thing called knowledge?* Routledge.

R. D. CARMICHAEL, 1919. Individuality in Research. *American Association for the Advancement of Science*, 9(6), pp. 514-525.

SRIVASTAVA, P., 2006. Reconciling Multiple Researcher Positionalities and Languages in International Research. *Research in Comparative and International Education*, 1(3), pp. 210-222.

STELLA C., 2005. Critical Thinking Skills Developing Effective Analysis and Argument. palgrave macmillan.

1.2 Appendix 2

Collinsdictionary.com. (2019). Individuality definition| Collins dictionary. [online] Available at: <https://www.collinsdictionary.com/zh/dictionary/english/individuality>

Oxford Dictionaries | English. (2019). positionality | Definition of positionality in English by Oxford Dictionaries. [online] Available at: <https://en.oxforddictionaries.com/definition/positionality>

Methods.sagepub.com. (2019). Positionality - SAGE Research Methods. [online] Available at: <http://methods.sagepub.com/reference/encyclopedia-of-action-research/n254.xml>

Lacy, M. and Lacy, M. (2019). Just Tell Me What I Need To Know: Reflexivity and Positionality Statements. [online] Marvette Lacy. Available at: <https://www.marvettelacy.com/blog/just-tell-me-what-i-need-to-know-reflexivity-and-positionality-statements> [Accessed 25 Mar. 2019].

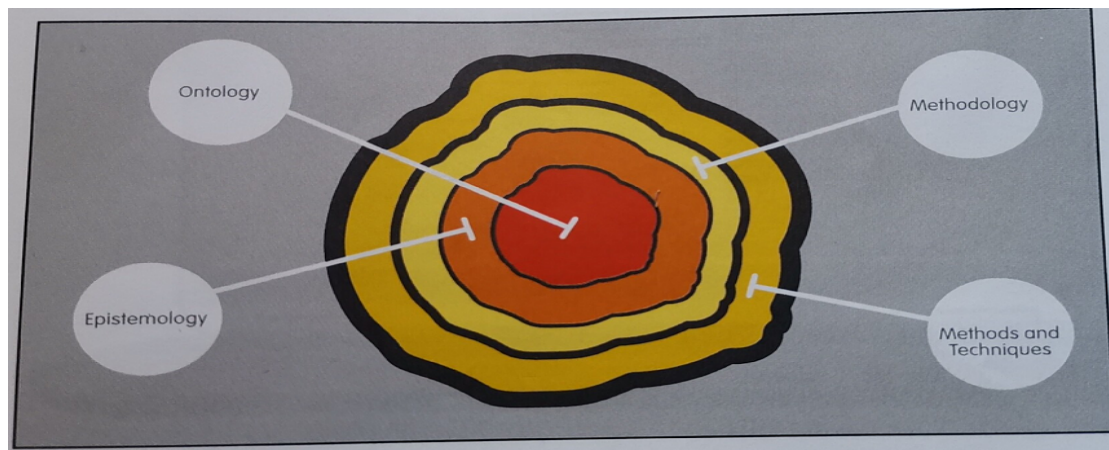
Mark.L. (2019). Reflexivity lecture and continuous exercise. [online] Slideshare.net. Available at: https://www.slideshare.net/MarkL07/reflexivity-lecture-and-continuous-exercise-84977025?qid=d448d015-72ad-4e5b-8d62-81f1aeac628a&v=&b=&from_search=14

IID,(25/2/2016) What is Your Researcher Positionality? Form WordPress.<https://decolonizingresearch.wordpress.com/2016/02/25/what-is-your-researcher-positionality/>

Iyengar, S. (2010). The art of choosing. [online] Ted.com. Available at: https://www.ted.com/talks/sheena_iyengar_on_the_art_of_choosing#t-1429141

Healthy London. (2018). Gardening with the RHS for good mental health - Healthy London. [online] Available at: <https://www.healthylondon.org/gardening-with-the-rhs-for-good-mental-health/>

1.3 Appendix 3



(Easterby-Smith, Thorpe, et al. 2012, p xv)

“It is important to note here that a researcher’s positionality not only shapes their own research, but influences their interpretation, understanding and ultimately their belief in the ‘truthfulness’ of other’s research that they read or are exposed to. Open and honest disclosure and exposition of positionality should show where and how the researcher believes that they have influenced their research, the reader should then be able to make an informed judgement as to the researcher’s influence on the research process and how ‘truthful’ they feel the research is” (Holmes, 2014).

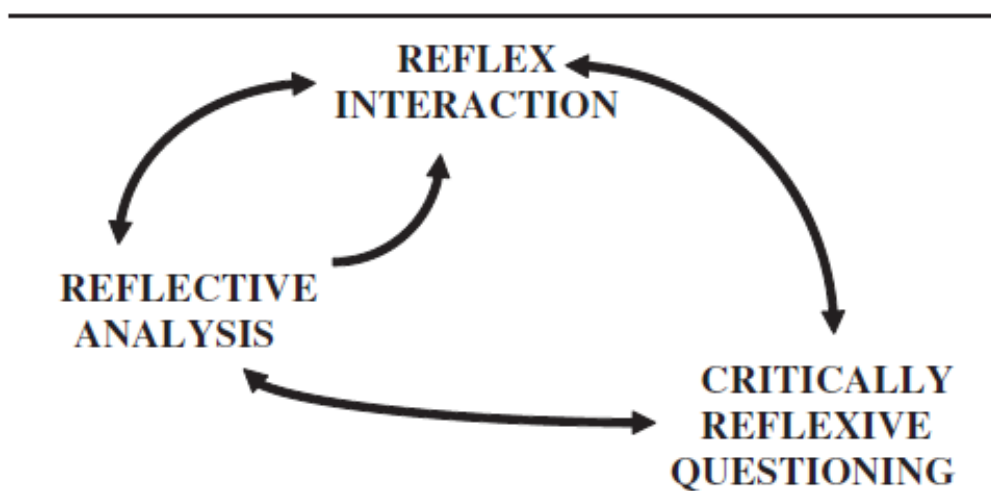
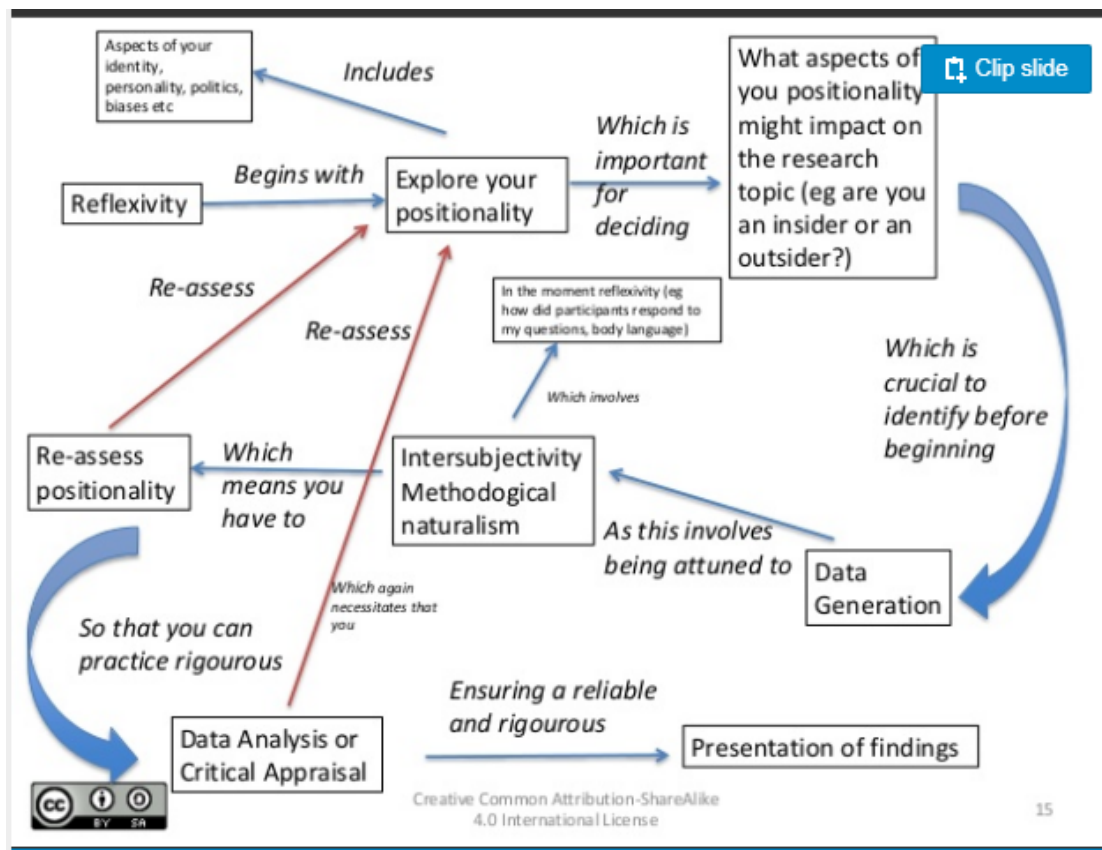


Figure 1: Reflex Interaction, Reflective Analysis, and Critically Reflexive Questioning

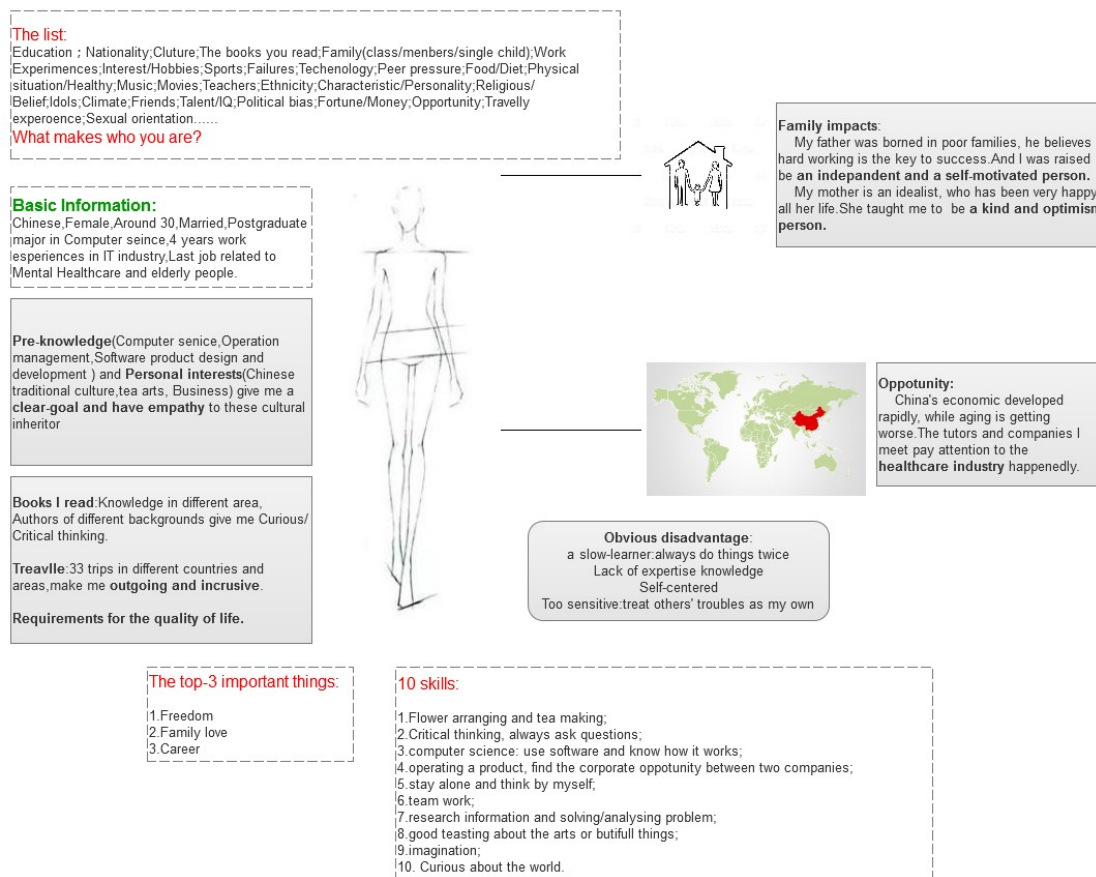
(CUNLIFFE, 2004, pp. 407-426)



(Mark.L., 2019).

1.4 Appendix 4

There are some key words about me:



Positionality Statement about my research:

Though I'm lack of the knowledge about research process currently, I'd like to start my research from "An investigation on the services to meet the expectation of elderly people's mental health". There are a lot of things make me determined to this topic, such as population aging trend, my pre-knowledge about computer science, Operation management, software produce design and development, my personal interest to cultural activity, a chance to combine my personal interests with future career. I used to operate a product named "LeXueYuan", Which focus on elderly people's education. This job experience gives me a connection to the elderly care industry that means I have short cut to communicate with my participants, though how to build connection with company / organization / important researcher in this Industry still a big problem to me. Moreover, I must do more research to understand the systems of oppression and their influence on my research. My expect outcome about this research is unclear, which may relate to achieve a BGC three-way-win situation through the addition of the cultural education module to their services.

Pre-accumulation :

- Cooperation of LeXueYuan (media, business, social organization, government guidance)
- Apply patent of the product called LeXueYun
- Report on the Development of Sichuan TV Communication Application in the Perspective of Media Convergence
- Study on the Status of Senior Adult Social Organizations in Chengdu

2. Reading and evaluating literature and information sources

In the age of information explosion, we should read with purpose especially when you carry on a research topic in a limited time. And for international students, academic reading will help them to build up a native-like vocabulary and acquire academic vocabulary (Cheon, Ma,2014), reading purpose effects will reveal in a long period (Parry,1991). Doctoral reading means you first must identify your information need from numerous sources (Appendix4.1), some of the skills to be considered are scanning, skimming (Maxwel,1972) while skipping, sampling, slowing. The development of these skills requires practice, which takes time. There are some dimensions to measure such as deep, effective, continuous, Cottrell (2003) gives us a way to make sure if we read smartly? Furthermore, doctoral dissertations need to produce theoretical contributions, so you must question the discovery of new ideas and explore where these theories or terms underpin this area come from (management research). Moreover, you should read critically and leave out your bias, Bu (2013) suggests that when you want to gain a more complete understanding of a topic, you should do the literature compare and contrast, such as reading in pairs.

Reading is a process of gathering the information you need, it's important for you to track down the key information. evaluate the literature and information resources is the primary reading step. Is the paper you read reliable, feasible, appropriateness worthwhile? (Saunders, Lewis et al. 2016) I choose an article from those aspects: title, published time, subject, cited times, related article,

collection, journal title, and quality of references. Though use technology can help us reading efficient, Li et al. (2012) notice that the popularity of e-book devices, the software makes readers cannot construct an effective cognitive map because of the lack of contextual information cues and ineffective navigational mechanisms. I used to make my notes visualization with the help of software such as Visio (Appendix 4.2), and focus on my own efficiency curve, use the Pomodoro Technique to count my reading time. As a researcher, we through reading gain some theoretical propositions and form some specific hypotheses, so delete useless information timely is important. List the article you read in your research diary or critical review, reading with writing to help you clarify your idea and questions make you think retrospective (Saunders, Lewis et al. 2016).

When using any information resources, Evaluating should be divided into two aspects: one is related to your own reflexivity, another is related to the material itself (the author's background or multi-authored situation, the related material about the history or perspective). Reading process like reconstructing a giant, Jan (2009) comments a well-documented search process and checks the contribution scope. Some other relevant methods of evaluating literature and information sources are looking at different sources and associating the related material of the reading content is also important. Since there is too much reading material, control your reading margin is important, Edmunds, Morris (2000) placed some solutions on technology like use software to duplication, profession, integration. Meanwhile, we should emphasis continuous transformation and updating of knowledge. Once we fix or half-fix our research topics, we should continuous reading and accumulation industry news and researches.

2.1 Appendix1:

ROBSON, C., 2011. Real world research. Wiley Chichester.

EDMUNDS, A. and MORRIS, A., 2000. The problem of information overload in business organisations: a review of the literature. *International Journal of Information Management*, 20(1), pp. 17-28.

CHEON H.J. and MA J.H., 2014. The Effects of Reading Purpose on Reading Comprehension and Perceived Difficulty. ENGLISH TEACHING(영어교육), 69(2), pp. 51-69.

BROCKE J.V., SIMONS A., NIEHAVES B., NIEHAVES B. and REIMER K., 2009. Reconstructing the giant: on the importance of rigour in documenting the literature search process. ECIS 2009 Proceedings, a(a), pp. 161.

PARRY K., 1991. Building a Vocabulary through Academic Reading. TESOL Quarterly, 25(4), pp. 629-653.

LI, L., CHEN, G. and YANG, S., 2013. Construction of cognitive maps to improve e-book reading and navigation. Computers & Education, 60(1), pp. 32-39.

SAUNDERS, M., LEWIS, P. and THORNHILL, A., 2016. Research Methods for Business Students. 7 edn. PEARSON.

MAXWELL, M.J., 1972. Skimming and scanning improvement: the needs, assumptions and knowledge base. Journal of Reading Behavior, 5(1), pp. 47-59.

2.2 Appendix2:

Bu, L. (2019). How books can open your mind. [online] Ted.com. Available at: https://www.ted.com/talks/lisa_bu_how_books_can_open_your_mind.

Francescocirillo.com. (2019). The Pomodoro Technique® - proudly developed by Francesco Cirillo | Cirillo Consulting GmbH. [online] Available at: <https://francescocirillo.com/pages/pomodoro-technique>.

Proquest.com. (2019). Products - RefWorks®. [online] Available at: <https://www.proquest.com/products-services/refworks.html>.

YouTube. (2019). Part 2 - Cognitive Maps Introduction. [online] Available at: <https://www.youtube.com/watch?v=tXY0rdkWq3E>.

En.wikipedia.org. (2019). Cognitive map. [online] Available at: https://en.wikipedia.org/wiki/Cognitive_map.

2.3 Appendix3:

2.3.1 Am I a smart reader?

Am I a smart reader?

(adapted from Cottrell, 2017)

Do I know exactly what I'm looking for?

Have I considered what questions I'm trying to answer?

Have I considered what information I need?

Using reading lists selectively

Have I looked at the recommended reading list?

Do I know what I need to read?

Examine sources for suitability

Have I considered each source?

Have I considered:

- Whether it's on the reading list?
- Whether it's up to date or fairly recent?
- Whether it looks readable and manageable?
- Whether it has the information I want?

Select relevant parts of the book

Do I browse the book quickly?

Do I use the contents page, the index, the headings and the sub-headings for guidance?

Do I identify which parts of which chapters I need, and put markers in these?

Select relevant parts of the page

Do I read the chapter headings?

Do I read any sub-headings?

Do I read the first sentence of each paragraph (which should introduce the topic or idea)?

Do I look at any diagrams, graphs, or charts?

Do I read any summaries or conclusions?

Use photocopies / scans / print outs

2.3.2 cognitive maps

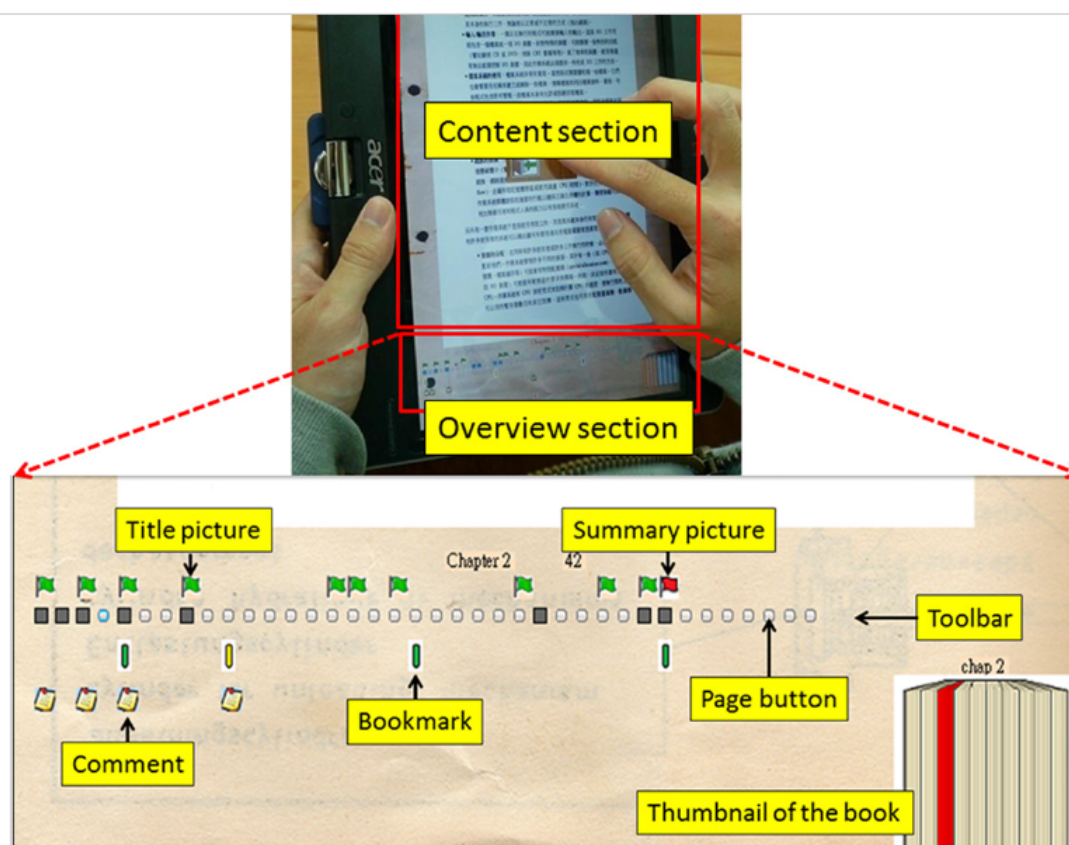


Fig. 2. Snapshots of e-book system interface.

(LI, L., CHEN, G. and YANG, S., 2013, pp. 32-39.)

2.4 Appendix4:

2.4.1 My information sources (continue to be finished)

With my initial research topic" An investigation on the services to meet the expectation of elderly people's mental health.", I list some information source and search keywords:

Catalogue	List
World wide web	
Books	
Reference books, textbooks, monographs, reviews	
Journal articles	
Conference and working papers of research in progress (Conference literature)	
Reports	

Theses (PHD, MBA, MCs)	
Government publications, official statistics, annual reports and company specific information (Official Publications)	
Organizational documents	

search keywords:

elderly people, aging sociality, education cloud platform, healthcare concept (industry background), cultural education, mental health, horticulture, the role of culture, elderly organization.....

Aging Growth, the elderly care service industry, aging population
elderly care industry culture

Research topic and Research Questions (Delphi technique)

(1) Development of a Healthcare Software System for the Elderly

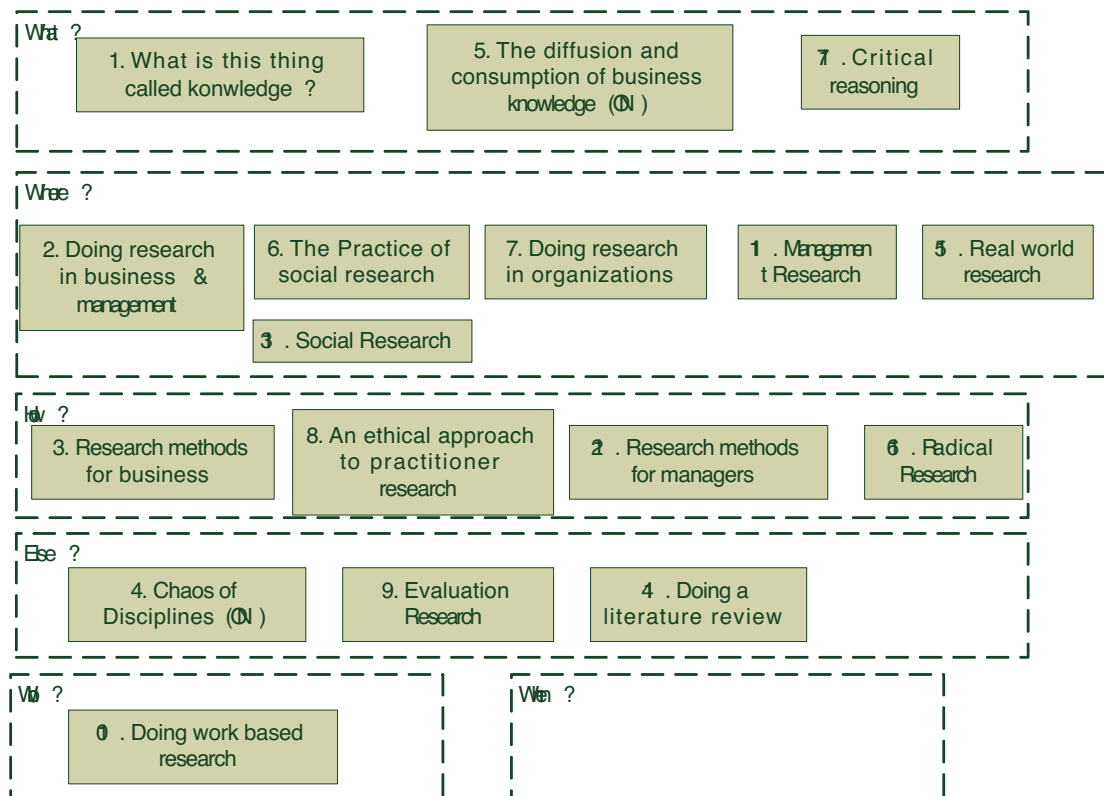
(2) Mental health policy making in South Korea: structural and cultural influences

(3) Self-stigma, loneliness and culture among older adults with mental illness residing in nursing homes

Cross compare some papers I thought is related to my topic.

2.4.2 Reading visualization

My reading habit is to organize the information systematically first.



While reading, I record:

- (1) key texts and authors/ Multi-authored;
- (2) concepts\theories;
- (3) history;
- (4) what's the author want to emphasize;
- (5) other related material. Meanwhile, I established my key factors to evaluate the information I read.

In-class exercise (review 3 resources you find yesterday and evaluate them):

1. Meeting the needs of elderly people in China(describe,suggestion) 2006, JSTOR, compared Thailand\South Korea\Japan, the proportion of older people is growing faster than UK, The Chinese healthcare system in transition Reference: (1)National Statistics Online. Population: (2) Ministry of Health, China. The report of 3rd national health service survey. Beijing: Peoples Health Publishing House, 2004. (In Chinese) ==>google scholar: find the new research what based on this
2. Development of a Healthcare Software System for the Elderly(hardware—camera)(database) investigate and implement a novel, smart and reliable fall detection system Algorithm video-based detection systems
3. Trends in the UK Healthcare Market 2017 , CGA-- national and international Customer Experience improvement and transformation programmes Charts, Technology Trends, Solution Areas(no matching) ==>be careful about the third party organization ,their pupose?

After this exercise I have learned:

- (1) a way to trace information;
- (2) Be careful about the organization's purpose;
- (3) How to evaluate the topic I want.

2.4.3 My reading purposes

Systematic research calls for a set of skills –for example, in observing and interviewing, designing, analyzing, interpreting and reporting. Reading is the beginning:

- (1) Know the pioneers of my study field: their philosophy, contribution, research path and framework, the application of their research results, their confusion, other peer's opinion, and so on.
- (2) Refining, speculating, and optimizing my own topics from other people's thesis topics, gain new angles to my thinking.
- (3) After volume of reading, Organizing and adding related knowledge to my own research field.
- (4) Start to build an AWL in my research area.

3. The contribution of research to knowledge and organisational development

Why we do research? Among applied, basic, academic and other kind of research, SEKARAN and BOUGIE (2016, p3) define: “business research as

an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it.” Meanwhile Robson (2011) see real-world research as well as applied research is a logical sequence, which emphasizes the ‘people’ dimension, focuses on solving problems, frequently concerned with change and improvement in something to do with practice. Moreover, management research, as EASTERBY-SMITH, THORPE and JACKSON (2012) put it: Key featured by eclectic methods, highly educated researchers, aims to act. As our DBA (Doctorate in Business Administration) program, people expect us to make an academic contribution such as new knowledge and develop solutions for evidence-based practice whether in the local or international markets. Our doctoral-level research project should be a sequence and multi-dimensional outcomes.

Consider the types of contributions, which can be divided into four aspects (the researcher-yourself, academic knowledge, organizations, individuals) (Appendix 3.1). The theoretical contribution is a kind of academic influence which the researcher through replace some data, redefine the hypotheses, expand using scope, propose alternatives to some already existed knowledge (David A. Whetten,1989), not necessarily be an esoteric activity. Meanwhile, other kinds of the academic result may show in the journal and report writing, conference presentations, and the chance to present academic research to non-academic audiences which always related to popularist science (Appendix 3.2). Take Abraham Maslow’s theory of motivation as an example, BRIDGMAN, CUMMINGS and BALLARD (2019) sound a critical note, think critically when we took to some classical and historical foundations and trace back the information origin (a classical theory’s characteristics). When we talk about the contribution of research to organizational development, activities related to revolution and/or policy is a frequent outcome of that a research topic could make to the organization (ROBSON, 2011). Organizational in market highlight the outcomes such as market share, employee’s efficiency, increased product sales, consumer satisfaction’s growth, productive effectiveness (SEKARAN and BOUGIE, 2016). While so many new problems emerged with the society changing and interdisciplinary markets developing,

we must adopt the classic theory to new fields, such as in Web3.0 Environment the AIDMA model change to the AISAS model due to We-media Marketing (CHENG, QIU 2017). Focus on real-world research, which requires you to gain qualitative or quantitative data from people through questionnaire or interview or any other kind of methods. That means you must demonstrate the benefits of the research to the people who might involve or co-work clearly. The benefits contain that the outcomes should meet the market demand and have practical application value, a professional manager (Appendix 3.3) can gain the skills and qualities required for in his or her future career who take part in your research. As my research topic is cross-industry research, which would contain the basic knowledge about information technology (such as cloud computing and database mining), the management theories, the study of gerontology (“the comprehensive study of aging and the problems of the aged”, which is pedantic science), can contribute to my self-development.

3.1 Appendix1:

SOMEKH, B., 1995. The Contribution of Action Research to Development in Social Endeavours: A Position Paper on Action Research Methodology. *British Educational Research Journal*, 21(3), pp. 339-355.

BRIDGMAN, T., CUMMINGS, S. and BALLARD, J., 2019. Who Built Maslow’s Pyramid? A History of the Creation of Management Studies’ Most Famous Symbol and Its Implications for Management Education. *Academy of Management Learning & Education*, 18(1), pp. 81-98.

ROBSON, C., 2011. *Real world research*. Wiley Chichester.

EASTERBY-SMITH, M., THORPE, R. and JACKSON, P.R., 2012. *Management research*. 4 edn. Sage.

SAUNDERS, M., LEWIS, P. and THORNHILL, A., 2016. *Research methods. Business Students 7th edition* Pearson Education Limited, England, PEARSON.

CHENG, M. and QIU, X.D., 2017. Research on We-media Marketing in Web3.0 Environment. *Management & Engineering*, (29), pp. 15-22.

SEKARAN, U. and BOUGIE, R., 2016. Research methods for business: A skill building approach. John Wiley & Sons.

WHETTEN, D.A., 1989. What Constitutes a Theoretical Contribution? Academy of Management Review, 14(4), pp. 490-495.

WOOLDRIDGE, B., SCHMID, T. and FLOYD, S.W., 2008. The Middle Management Perspective on Strategy Process: Contributions, Synthesis, and Future Research. Journal of Management, 34(6), pp. 1190-1221.

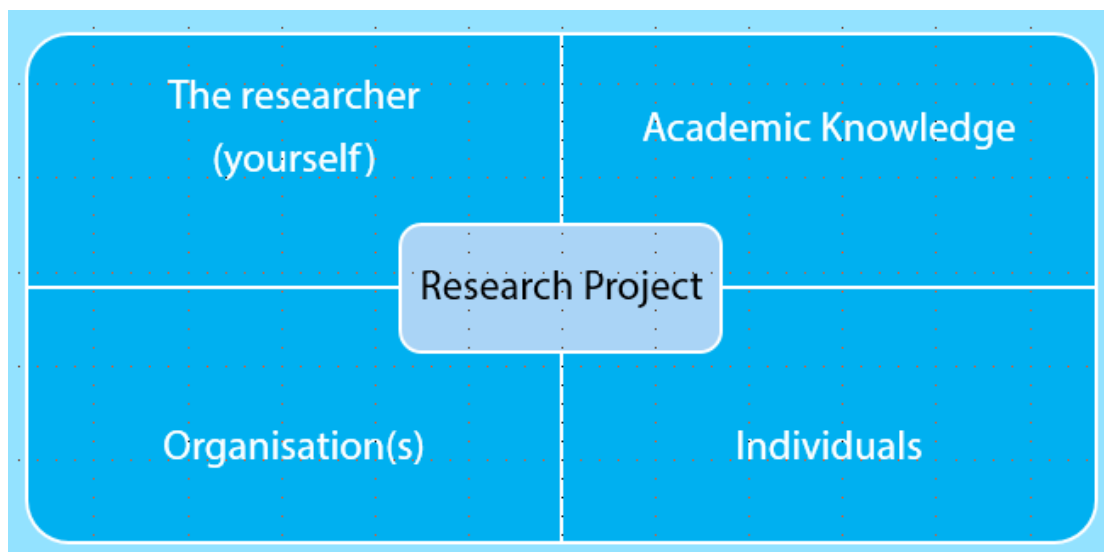
3.2 Appendix2:

Anon, (2019). [online] Available at: <https://symposium.ems.gtc.ox.ac.uk/ems-2015/ageing-emerging-markets>.

Merriam-webster.com. (2019). Definition of GERONTOLOGY. [online] Available at: <https://www.merriam-webster.com/dictionary/gerontology>.

3.3 Appendix3:

3.3.1 Contributions and Outcomes of Research



By Professor Jill Venus's coursware

3.3.2 Doctor of Business Administration FINAL handbook

The programme aims to develop the knowledge, skills and experience of senior managers and leaders to enhance their ability to prepare individuals, organisations and society for the strategic, operational, moral and ethical dilemmas that will emerge as the result of accelerated growth in technological capability. To achieve such aims, the programme will focus on enhancing understanding of networks and complexity, drawing on a knowledge base that includes, but is not limited to, complexity theory (Complex Adaptive Systems),

network theory, Actor Network Theory, sociocultural approaches to identity, Sensemaking, Liebig's Law of the Minimum, Ashby's Law of Requisite Variety, Soft Systems Methodology, the knowledge-based view of the firm, Diffusion of Innovations Theory, Agency Theory and Complex Adaptive Systems.

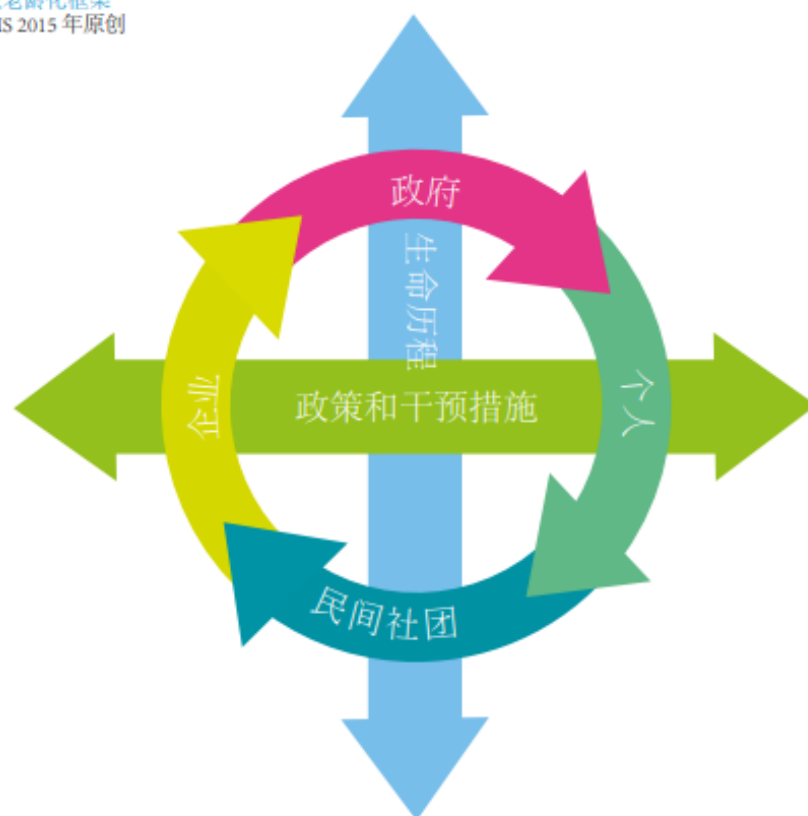
3.3.3 Rating skills and qualities (As a manager)

knowledge/awareness	Skills and abilities	Personal qualities
1.different assumptions about the world	7.planning, organizing and managing one's own time	13.self-awareness
2.qualitative and quantitative research methods	8.searching libraries and online data sources	14.clarity of thought
3.range of research designs	9.interviewing and observation	15.sensitivity to events and feelings
4.immediate subject of study	10.analysing and interpreting data	16.emotional resilience
5.related subjects and disciplines	11.arguing and interpreting data	17.creativity
6.key networks and contacts in chosen research area	12.gaining support and co-operation from others	18.learning from experience
total	total	total

(SEKARAN and BOUGIE, 2016, pp214).

3.3.4 Summary and conclusion of aging in emerging markets

图1: 积极老龄化框架
来源: EMS 2015 年原创

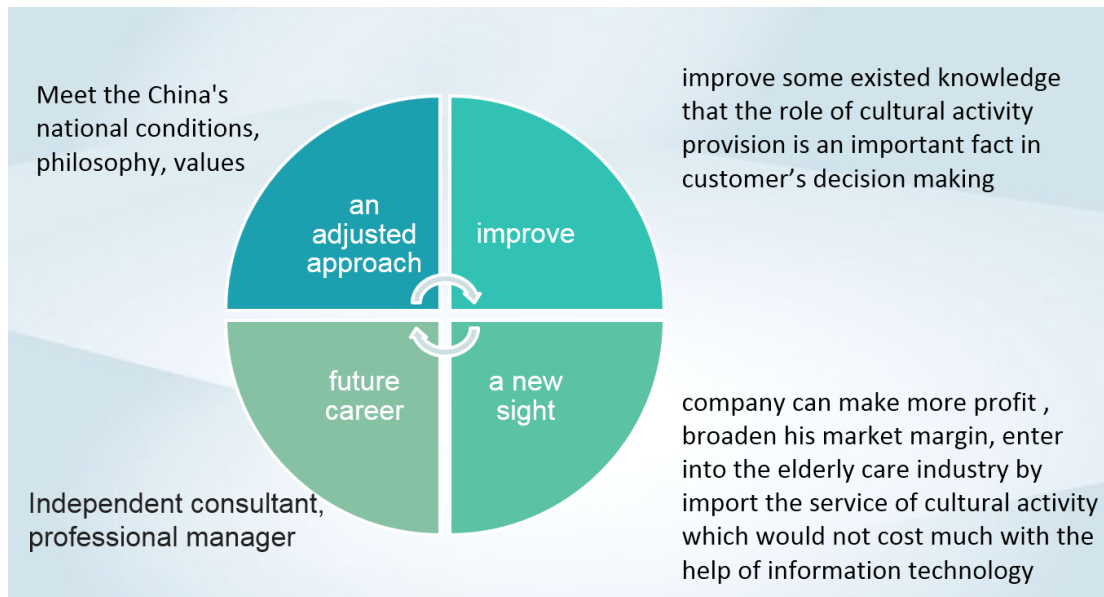


(symposium,2019).

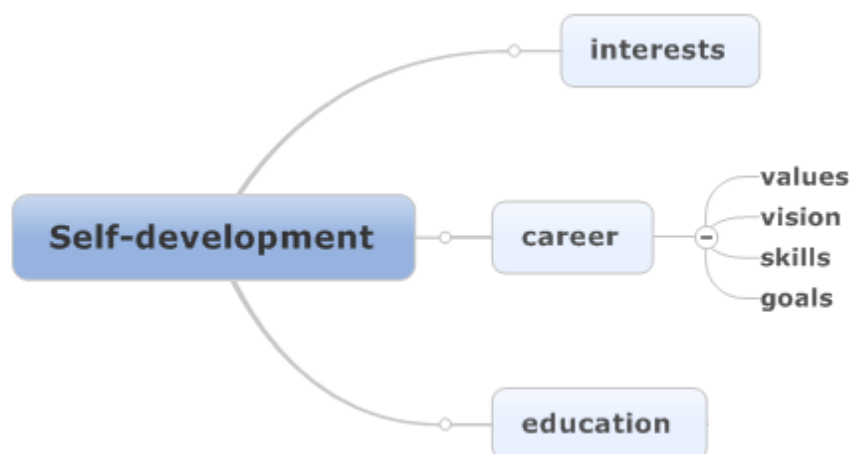
3.4 Appendix4:

3.4.1 My hypotheses and expected outcomes:

Why we do research? What's called the contribution of research? How to assess is it worthwhile the contribution considering the resource consuming? At the very beginning, my topic related to the elderly people's life which is a motional thing, so choose the right way to do the research and balance the outcome is essential to not violate my initial intention. I hope my research can do some contribution like:



3.4.2 What is my self-development?



4. Defining the research question

Research questions are a key connecting point in the logical research sequence (area, question, topic, aims, questions) that intentions to format your research proposal and will ongoing endeavor be influencing your research journey. In one case if you need to form your own research questions, you can generate a topic within a research area you interested or related to your pre-knowledge, then embark your initial research question with the help of a critical literature review. Make them purposely and logically, and you can use the Delphi technique as an instruction to discuss with your co-

researcher or who may concern about this research filed (Saunders, Lewis et al. 2016). During the discussion, using the classical theories which can trace back and understanding the reconstruction and re-study about the theories. When there is no group work, you can have brainstorm several times. And the nominal group, focus groups can become substitutes for Delphi techniques, as they are consensuses. (Neiger, Barnes et al. 2001) (McMillan, King et al. 2016) Then rethink the research questions creatively, critically, and Leave out your bias, use milestone to keeping going when it seems not going to work out. Some theory maybe beyond our own understanding (confirmation bias, Dunning-Kruger effect, and cognitive dissonance), Shepherd (2019) suggests that expanding our radius of knowledge which can be the base of your research and eliminate misunderstanding. Watch out the downsides such as the questions already be provided no answer or be solved (Robson,2011). On another case, if you have a given topic, how can you make sure you really understand the purpose of this topic? Mover changed research processes may bring diverse results.

Qualified research questions make an indistinct identification available to the determination of the research topic. Feasible, worthwhile are two basic characteristics of good research questions (Saunders, Lewis, et al. 2016), you should ask yourself constantly not limited to your own qualification, other previous contribution makers, market's need because research is a process that requires constant adjustment. Draw your research question reflexivity and take a notebook record the transformation of your research questions, then refine the topic through your research questions. Furthermore, specific methods of investigation need not be tied to particular research strategies. Approve that all the research questions meet the ethical guidelines, including all the participant, "Sensitive" Data (Dalton, Daily et al. 1997) and obtaining action which appropriate. Strangman (2012) finds a way to make the abstract process improved by clarifying the outcome, design own tool bags and break down a complex cognitive. Cut a great number of questions down to size, like straitjacket effect: simply looking for topics where you might use your experience of carrying out surveys (Robson, 2011). A final point related to the research questions in my perspective is that they need to be updated by

industry news, the latest research discoveries. Moreover, research is a journey that you need to interact with others, so you can enhance high-level research questions through academic communication. And no matter experts, people with local knowledge or other who you are going to communicate with, during the communication process understanding is an essential element of effective communication (Appendix 4.3.2).

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4.3 Appendix3:

4.3.1 Some commonly researched areas in business

EXHIBIT1 Some commonly researched areas in business

1. Employee behaviors such as performance, absenteeism, and turnover.
2. Employee attitudes such as job satisfaction, loyalty, and organizational commitment.
3. Supervisory performance, managerial leadership style, and performance appraisal system.
4. Employee selection, recruitment, training, and retention.
5. Validation of performance appraisal systems.
6. Human resource management choices and organizational strategy.
7. Evaluation of assessment centers.
8. The dynamics of rating and rating errors in the judgment of human performance.
9. Strategy formulation and implementation.
10. Just-in-time systems, continuous-improvement strategies, and production efficiencies.
11. Updating policies and procedures in keeping with latest government regulations and organizational changes.
12. Organizational outcomes such as increased sales, market share, profits, growth, and effectiveness.
13. Consumer decision making
14. Customer relationship management.
15. Consumer satisfaction, complaints, customer loyalty, and word-of-mouth communication.
16. Complaint handling.
17. Delivering and performing service.
18. Product life cycle, and product innovation.
19. Impression management, logos, and image building.
20. Product positioning, product modification, and new product development.

(SEKARAN and BOUGIE, 2016, p4)

4.3.2 Communication Climates

Supportive	Defensive
Description Presenting personal views without demanding others to comply Non judgemental	Evaluation Passing judgement Blaming / praising Making moral judgements of others
Problem orientation Mutually / collaboratively defining problems Avoiding blame placing	Control Attempting to change others' behaviours and attitudes Assuming that others are inadequate
Spontaneity Free of deception or manipulation Straightforward	Strategy Manipulating others Engaging in multiple/ambiguous motivations
Empathy Showing respect for others Seeing the world through others' vantage points	Neutrality Expressing a lack of concern for others Treating others as objects rather than human beings
Equality Participative planning without emphasising differences in status, ability, or worth	Superiority Acting superior in statue, wealth, looks, intelligence etc. Arousing feelings of inadequacy in others
Provisionalism Presenting views with tentiveness & flexibility Willingness to change	Certainty Dogmatic, Inflexible Argumentative, wanting to win

(Communication and Presenting Information (SBIT4001))

4.4 Appendix4:

4.4.1 My research topic and research question:

The term "sociology of aging" was coined by Clark Tibbitts in 1954. I list some questions about my topic:

(1) Question about the market:

What kind of company march into healthcare industry? Their strategies?

What produces they use to identify and satisfy customers' needs?

Cross analysis the products (SWOT,4P, etc.)

Do these products really meet elderly people's expectation?

(2) Question about academic:

What are the key texts and authors on the general subject?

What concepts and theories have been used on the topic?

What is the history of the topic?

What kind of arguments are there about the topic?

Has anyone else done research on this topic? If so, how?

What research questions did they ask?

Did they use hypothesis?

What methodology and data collection tools did they use?

What did they find?

Then, I sort out my research question step by step:

R e s e a r c h area	The elderly care industry
R e s e a r c h ideas	Through cultural activity, expand buyer's behavior? Persuade company to increase the cost of cultural activity (marketing strategy)
R e s e a r c h topic	An investigation on the services to meet the expectation of elderly people's mental health An investigation on how companies in elderly care industry to provide the services to meet customers' expectation

	To what extent the cultural activity can help company to improve their services to meet the elderly people's expectation and why the cultural activity can do benefit to the elderly people's mental health? → To what extent the cultural activity can help company to improve their services to meet the elderly people's expectation and why the cultural activity can improve the elderly people's satisfaction. → To what extent the cultural activity can help companies to improve their services to meet the elderly people's expectations and why cultural activity can influence customer's decision
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Research questions	Variables	Company's service	What kind of companies? What kind of high-end services? How they provide services? How to evaluate and improve? (User Satisfaction Index (CIS)) consumers purchase decision eg: High-end retirement home, senior living communities, subsidized senior housing, nursing home, Apartment (lodging house) for the aged. CASE: 远洋椿萱茂(美国Meridian公司) 置信·亲睦家 万科 绿地 泰康人寿
		elderly people	Which group? 45-60 Active senior, high educated
		City/area	Chengdu, China

	Concepts	How to measure and improve elderly people's expectation? What kind of cultural activity? How to make company's market strategy? (cost-profit) What's the influence of information technology? How effective is the cultural activity to meet elderly people's needs?
	base d theory? knowledge ?	The aging trend and the change of elderly's expectation (Gerontology--background)(the 100-year life) Mental health information technology (media/cloud computing) marketing strategy the role of cultural activity provision in customer's decision making? what the relationship to management? (clubs?)
	Diagram	How they reflect each other?

My doctoral research questions must take care of some perspectives or developments to noteworthy foundation theory of science research as well as new sight of applies and action business research related to the practical management? So how to make sure my research questions can meet the needs of the elderly people? Read with new sight purpose, find the foundation theory, review the highlight problems of the predecessors and link to my own research questions, there are some research interaction I must aware: feasibility of data collection, potential problems when emotional involved

answer influence the intercontact, impact relationship between the investigated data, limited time and resources.

There are still a lot of question I have not figure out:

- (1) How to refine cultural activity?
- (2) How to evaluate my SWOT analysis?

5. Philosophical frameworks for research

The word philosophy rooted in love and wisdom in Greek, which contains a whole set of abstract, reality, and methodology (Encyclopedia Britannica, 2019). Philosophical be used to inquiry to natural or science, philosophical frameworks for research is highly emphasized in the reading list of the DBA module-- Identity and Approaches to Applied Business Research. We can gain a basic understanding of philosophy from Easterby-Smith, Thorpe et al. (2012) who saw as the relationship between data and theory, philosophy helps us to make clear research designs, determine a research design will work or not, show a way to create research designs beyond our knowledge or past experience. As the real world is a research's background and standpoint, Robson (2011) explains philosophy stance is a scientific attitude, concerns, and influences the practice of social researchers open to question. Sekaran, Bougie (2016) straight forward argue the need for a theoretical framework that represents the researchers' beliefs. Therefore, research methods are contextualized in different philosophical paradigms that center on diverse conceptions of reality (Guba, Lincoln, 2000; Denzin, Lincoln, 2008).

How do philosophical factors affect the overall arrangements for different philosophical emphases different parts of the research framework that enables satisfactory outcomes from the research activity? Paradigms("the functionalist, interpretive, postmodernism and pragmatism") as shared beliefs among groups of researchers (Morgan, 2007). Like Appdendix5.4 shows, the emic and etic problem will affect all the research processes where five major philosophies advocate them as reached a new peak in real word research be highlighted. Ontology, epistemology, axiology separately and interdependence reveal how you see the real world (objectivism or subjectivism), gain the

knowledge, evaluate your research. so related ontology, we can find positivism and interpretivism emerged, critical realism, modernism, pragmatism follow up in the epistemology conceptual catalog. Different philosophies' stand will hold distinguished assumptions or implications, chose different methodological frameworks (Deductive, inductive and abductive approaches). Furthermore, the different kinds of purposes can cause other types of philosophies which can through a deeper connection with reality or cross-domain cooperation.

Business research is a long journey that aims to maximize the sales and profit by acquiring information needs supports systems, one of which is philosophical standing. (QuestionPro, 2019) Compare to theory development, we researcher should reflectively think about our own values and beliefs, weight the company's financial priority to the other company's privacy (data/patent/Intellectual property/the staff things). How to get a deeper understanding of philosophy, since there are different research philosophies? As Easton (2010) through as a critical realism in the case study process remarked is that positioning your own research philosophy means you believe some assumptions by default and won't try to be transgressing philosophical principles. However, from reason to research, there are at least three basic approaches: deduction, induction and abduction which are shows the dataflow begin from the theory or end up with theory or move back and forth, and the dataflow impacts all the way you undertake your research (Saunders, Lewis, et al. 2016).

5.1 Appendix1:

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5.2 Appendix2:

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5.3 Appendix3:

5.3.1 Definition of ontology, epistemology, methodology and methods and techniques

Table 2.1 ontology, epistemology, methodology and methods and techniques

ontology	Philosophical assumptions about the nature of reality
----------	---

epistemology	A general set of assumptions about ways of inquiring into the nature of the world
methodology	A combination of techniques used to inquire into a specific situation
Methods and techniques	Individual techniques for data collection, analysis, ect

(Easterby-Smith, Thorpe et al. 2012, p18)

5.3.2 four different ontologies

Table 2.2 four different ontologies

ontology	realism	Internal realism	relativism	nominalism
Truth	single truth	Truth exists, but is obscure	There are many 'truths'	There is no truth
facts	Facts exist and can be revealed	Facts are concrete, but cannot be accessed directly	Facts depend on viewpoint of observer	Facts are all human creations

(Easterby-Smith, Thorpe et al., 2012, p19)

5.3.3 methods map

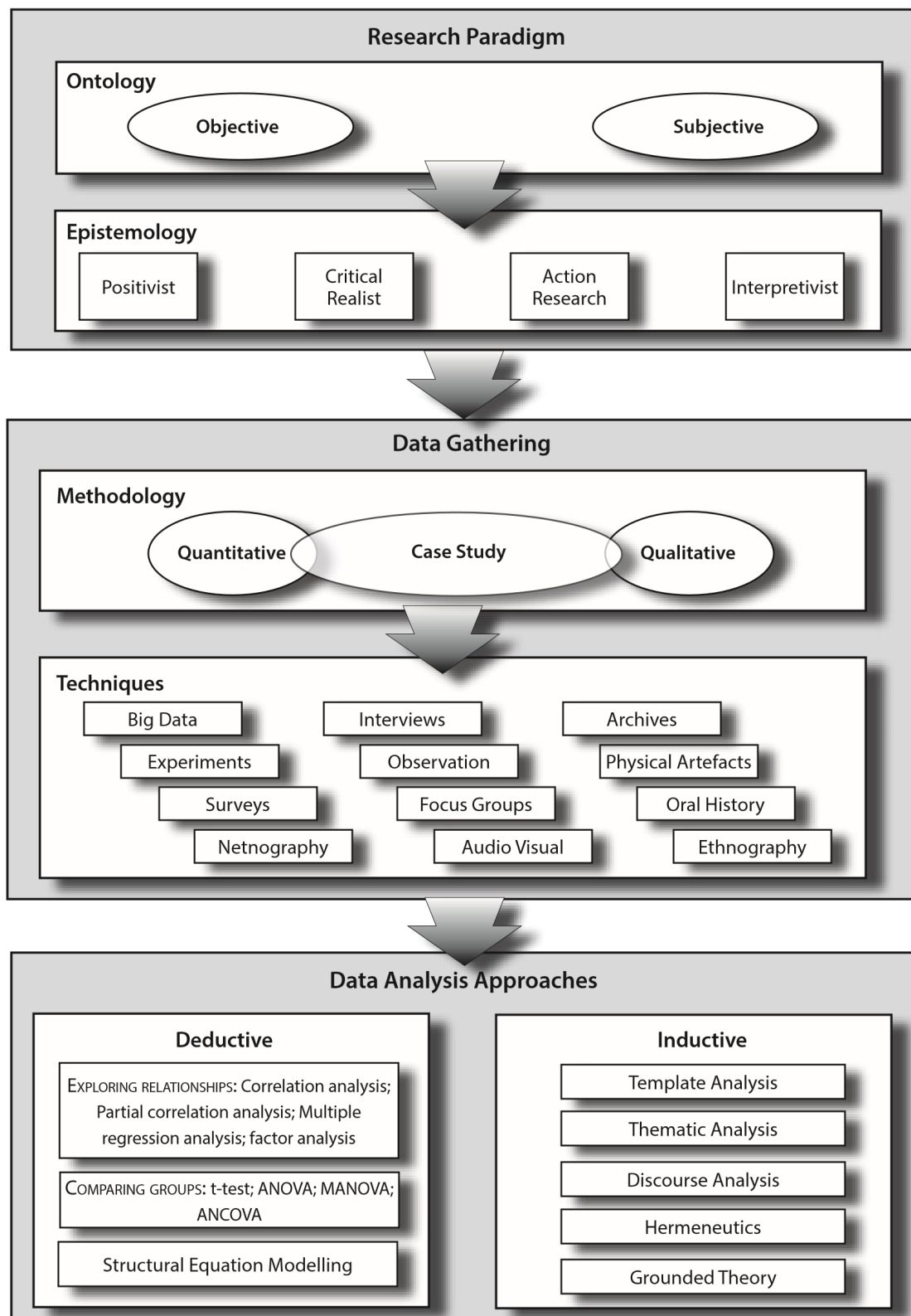


Figure 4.1: Methods Map

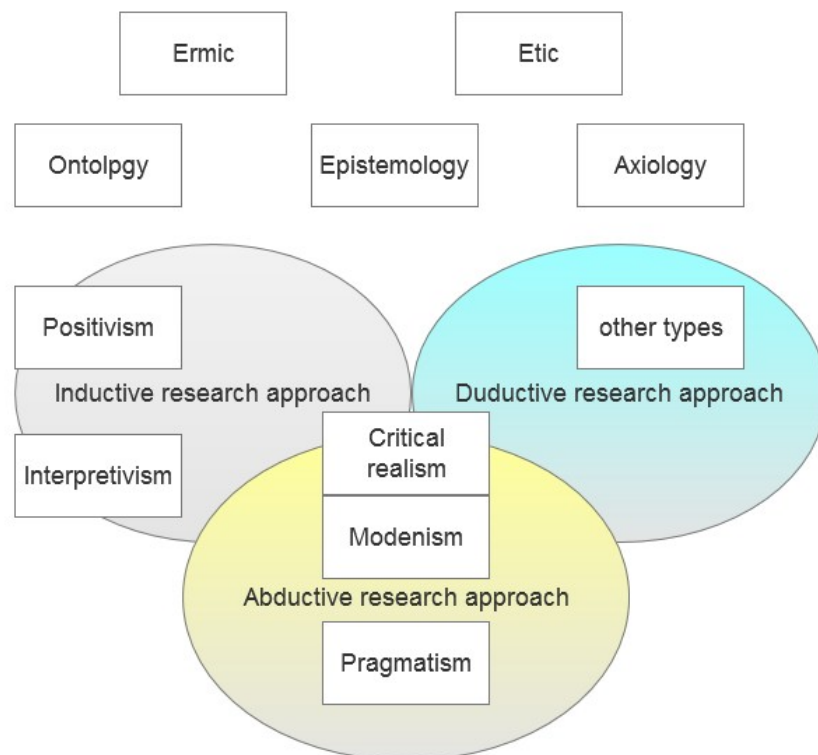
(O’Gorman, K., MacIntosh, R., 2015, Extracted from Chapter 4)

5.4 Appendix4:

Research Philosophies - Personal Review

In my own view, philosophical underpinning theories, models and findings which in general but I'm also wondering that if I have no philosophical foundation sense, can my research philosophical framework really be defined according to some superficial reading? How can I make sure it won't change in my research journey? Especially my research topic related to elderly people's mental health, which means I must consider these people's positionality and their Chinese philosophy which keynote is humanism about aging.

Here is a figure in my mind to sort some basic definition about the philosophical framework for research:



After a survey on the elderly care market background and a primary literature review, I make my philosopher stand clearly as a pragmatism. I intend to through abductive approach to theory development and design my research as a mix-methods approach which may include an in-deep interview, questionnaire, case study.

6. Types of research and research design

After understanding your own research philosophy stand, you may redefine

your research topic or question with a clear research purpose (valuation, action and change, so-called 'theory-based' or 'theory-driven'). Then design your next move means you have understood different types of research (qualitative or quantitative or a combination/mixed methods approach) and try to break down to series tasks (such as in-depth interview, questionnaire), meanwhile keep your prejudices in check. Social science consists of theory, research methods, and statistics (Babbie,2015). Which type of data are you likely to need is also influence your research design. Qualitative research tends to use small scale samples and probes deeply, while quantitative research trend to large samples, is more generalizable but often cannot answer 'why' questions (Leicspart.nhs.uk, 2019). To be pragmatic researcher, one of the research difficulties is to think about if the data can get access more easily, whether related to the variables, how to interact between variables if the flow chart can express the findings that can follow the change of research methods.

A framework for research design (Saunders, Lewis, et al. 2016) mentioned purpose(s), conceptual framework, methods, Sampling strategy. There is no absolute right or wrong in the research design issues and are many alternative approaches to qualitative analysis or quantitative research. In one sense, all projects are case studies. (The flexibility in design and execution of the case study) They take place at particular times in particular places with particular people. Like you can turn phenomenon-based research to evidence-based management. An example of a Likert scale shows the generalized expectancy for a success scale (Saunders, Lewis, et al. 2016). However, from reason to research, there are at least three basic approaches: deduction, induction, and abduction which are shows the dataflow begins from the theory or end up with a theory or move back and forth, and the dataflow impacts all the way you undertake your research. the research strategy was developed by the researcher as a response to the research philosophy so a strategy can be changed or adapted to another philosophy. Different themes may lead to other issues and implications. And another one is to the uncontrollable factors. In software product design, the term "MVP" (Minimum Viable Product) (Techopedia.com, 2019) always been used when a new

system product or website will be developed with enough features to satisfy early adopters. I assume it also can be used in business research. It can lower the cost and can help you to identify the key data you want.

Reliability, validity are two key features to evaluate your research design, which rooted in a positivist perspective, first used in quantitative research, and have multiple definitions. Reliability is not accuracy (Quora, 2019), which means the research process can be repeated, stability and similar (Golafshani,2003). The validity varies from construct validity, external validity and internal validity, consistency in different research aspects: theory, data sources/processing/analysis methods, selection criteria, elaboration methods, listener's concerns. Finally, bias is another thing we should aware but cannot avoid like your positionality reflects your research.

6.1 Appendix1:

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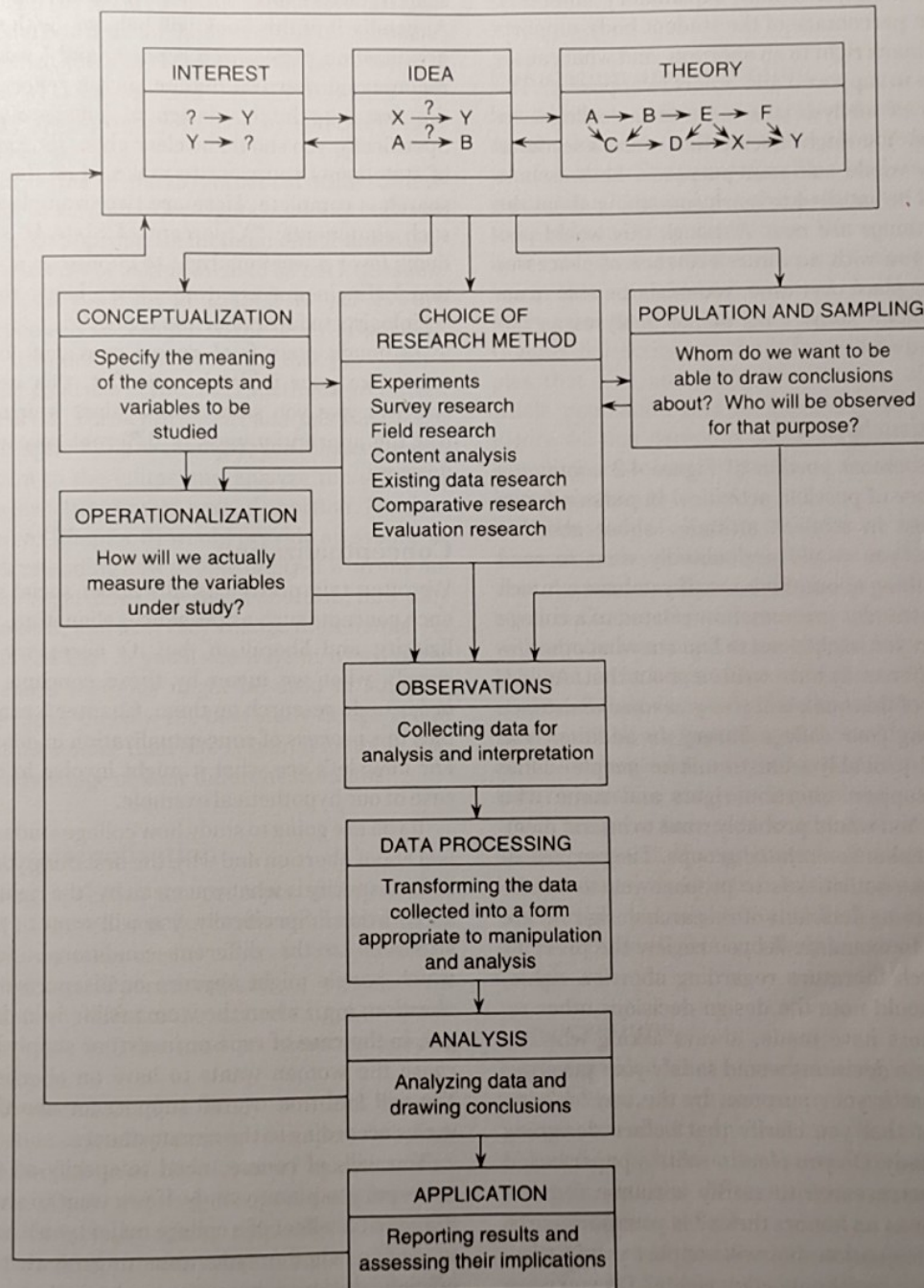
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6.3 Appendix3:

6.3.1 The research process

Figure 4-2 The Research Process



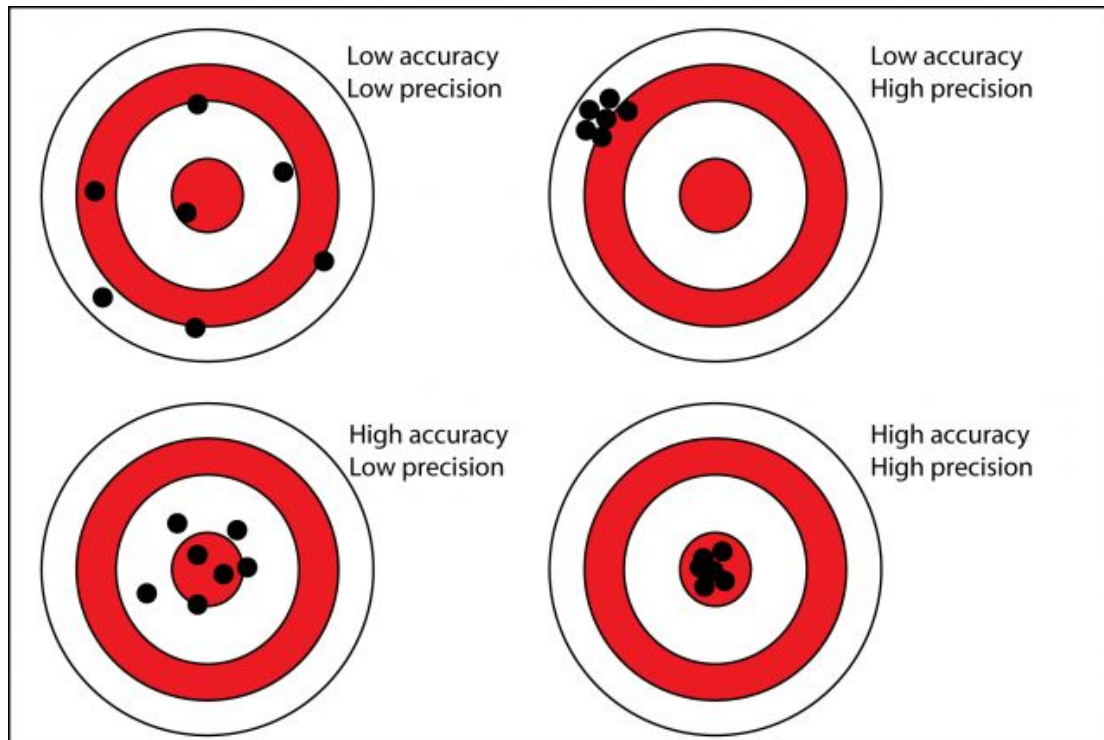
(Babbie, E.R. ,2015, p101)

6.3.2 The experimentalist

This is a more active task, it is to 'manipulate the entire experimental system to manufacture the desired interrelationship between independent and

dependent variable. The experimentalist is indeed a system builder and the crucial evidence is produced not by controlled observation but by work' (Pawson and Tilley, 1997, p. 60, original emphasis).

6.3.3 What is differences between accurate and precise measurement?



(Quora, 2019)

6.3.4 the definition of bias

Bias is defined by the Oxford Dictionary as: “an inclination or prejudice for or against one person or group, especially in a way considered to be unfair”; “a concentration on an interest in one particular area or subject”; “a systematic distortion of statistical results due to a factor not allowed for in their derivation” (<http://www.oxforddictionaries.com>)

“Bias in qualitative research can be minimized if you know what to look for and how to manage it. By asking quality questions at the right time and remaining aware and focused on sources of bias, researchers can enable the truest respondent perspectives and ensure that the resulting research lives up to the highest qualitative standards.”

(Quirks.com., 2019)

6.4 Appendix4:

6.4.1 9 types of bias related to my topic

No.	Types of bias	Related to my topic
Respondent bias		
1	Acquiescence bias	Is cultural activity really important?
2	Social desirability bias	The term in Chinese, home ugly can't be promoted
3	Habituation	Chinese traditional: Parents sacrifice themselves for their children; Not good at expressing their wishes;
4	Sponsor bias	Not involved yet
Researcher bias		
5	Confirmation bias	Is the interviewee concealed?
6	Culture bias	Chinese philosophy
7	Question-order bias	Easy questions come first
8	Leading questions and wording bias	Not involved yet
9	The halo effect	The experts or role model in elderly organization

As my research question is: “To what extent the cultural activity can help companies to improve their services to meet the elderly people’s expectations and why cultural activity can influence customer’s decision”, I tend to focus on the elderly people recently retired and are among those who also is the first batch of college students after China reinstated the university entrance exam. Then I intend to through abductive approach to theory development and design my research as a mix-methods approach:

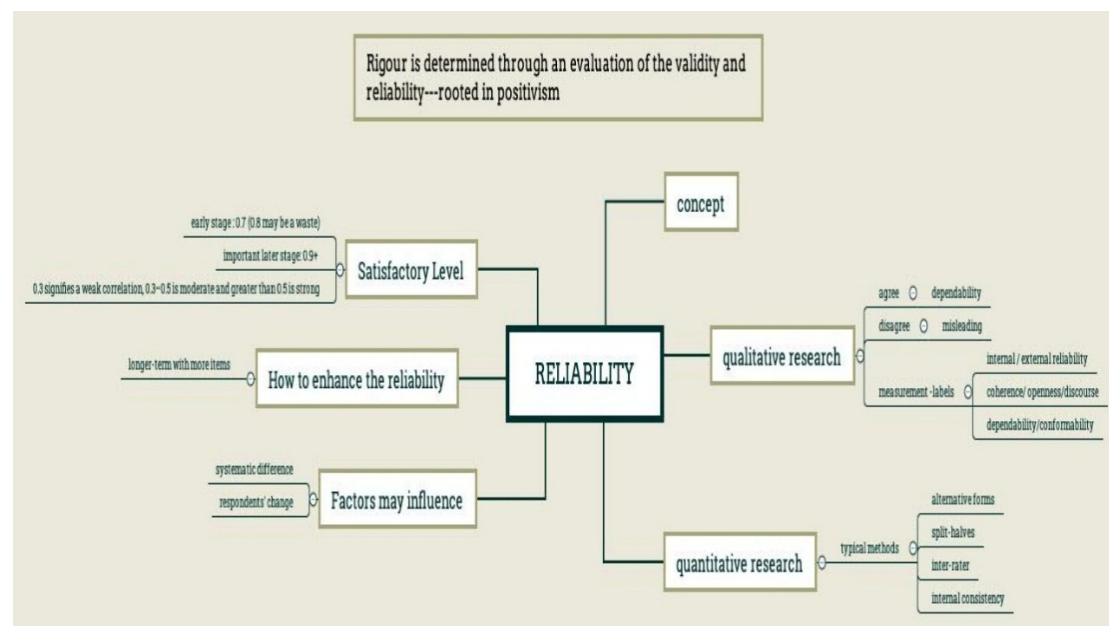
- (1) interview some expert in both Gerontology and Elderly care industry to find phenomenon (ethnography, market needing);
- (2) use news, literature review, document analysis to gain some background information and basic theory (customer’s decision process, cultural activity);

- (3) though questionnaire to find out elderly people's expectation and their attitude to the services in the market (what kinds of data to collect?);
- (4) design some in-depth interview to companies' manager and choose 3 companies as case study objects(which company I can gain the access?);
- (5) observation and critical thinking what's the role of cultural activity.

An example questionnaire/interview:

1. Basic information: age, gender, living status
2. Have you heard of some elderly care services or products?
3. Do you interested and which part you more concord?
4. Do you like participant some cultural activity?
5. Which kind of cultural activity do you like?

Part of group works:



Conclusion

Reliability is the degree to which a research instrument produces consistent results

Validity is how accurate an instrument is at measuring what it is trying to measure

There are several types of reliability and validity

7. Research ethics and integrity

Most of us respond to the research topic we engaged and form a research framework unconscious influenced by some ethics or regulations throughout the research lifecycle even though we may not fully understand what's research ethics and integrity. Various professional groups have their own ethical guidelines, my primary thought of research integrity and ethics aligns with our University's "Research Ethics & Integrity Code of Practice". Honesty, Rigour, Transparency and open communication, care and respect are essential aspects of research integrity according to Code (Appendix 7.4). Doctoral level research guided by the supervisor or module leader will be asked to fill the Ethical Approval Form. And some little lecture about research ethics will be held in our Library to create an Ethic environment. Ethical guidelines not only regulated activity various from institutions but also various from research scenarios, such as emotionally disturbed people, collaborative research, different level research, research based on the internet. About all stages of your research, it is the most important thing. Normatively or descriptively, Research Ethics is about the planning\conduct and reporting of research. It specifically includes "research data must be created, maintained and shared in accordance with contractual, legislative, regulatory, ethical and other relevant requirements." (Code) Especially, in the data collection procedure, we should only collect the information your research needs

ethically. Moreover, questionable research practices (Banks et al., 2016) need a way to evaluate.

An important aspect of Ethics is that it relates to the researcher as well as participants, Wallace, Sheldon (2014) give us a participant observer perspective to business research, as I will embark an emotional questionnaire about facts whether participants happy or not and whether they are aware of their emotion or not. Though you have a good starting point, China's introverted cultural characteristics especially the influence of Culture revolution (family ugliness cannot be promoted) may let them just not tell. So, it is important to stress ethics in different cultural contextual. Each instance of research dishonesty, misconduct and/or fraud has the potential to pervert the research process, compromise the safety and interests of participants and/or lead to a loss of public confidence in social and other research. You can only justify carrying out real-world research involving people if you are prepared to subscribe to the highest ethical standards ruling out such behavior (ROBSON, C., 2011, p. 15).

'The relative roles of practitioner-researchers, researchers and consultants in carrying out real-world research' which gives practical advice on fulfilling these roles as the ethical codes and guidelines. When you become an insider, what's the ethics you need to obey? Organizational ethics and business ethics are more complex than individual ethical behavior, there is a significant gap we must aware between academic theory and business-based practice from the inside-out or outside-in (Maxwell and Beattie, 2004). Especially, participant observation (informed consent), ethnography, interview, etc. qualitative research approach. Nowadays more and more research results are questioned from all aspect one of the reasons must be information explosion in the mixed-up world. History linked theory may more convincing, but we cannot ignore the new phenomenon or technology. An ongoing debate within journals has explored ethics about Internet and Information (Marefat, Sangari, 2014) which caused new-fangled and special aspects, like media ethics, computer ethics, data mining ethics.

7.1 Appendix1:

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7.2 Appendix2:

En.wikipedia.org. (2019). General Data Protection Regulation. [online] Available at: https://en.wikipedia.org/wiki/General_Data_Protection_Regulation

FSG. (2019). Redefining Rigor: Describing Quality Evaluation in Complex, Adaptive Settings | FSG. [online] Available at: <https://www.fsg.org/blog/defining-rigor-describing-quality-evaluation-complex-adaptive-settings>

Qualitydigest.com. (2019). Defining Accuracy and Precision | Quality Digest. [online] Available at: <https://www.qualitydigest.com/inside/fda-compliance-article/defining-accuracy-and-precision.html>

General Data Protection Regulation (GDPR). (2019). General Data Protection Regulation (GDPR) – Final text neatly arranged. [online] Available at: <https://gdpr-info.eu/>

QuestionPro. (2019). 7 Things All Market Researchers Must Do To Be GDPR-Ready by May 2018 | QuestionPro. [online] Available at: <https://www.questionpro.com/blog/gdpr-ready-may-2018/>

UWTSD, (2019). [online] Available at: <https://www.uwtsd.ac.uk/research/research-ethics/> [Accessed 27 Apr. 2019].

7.3 Appendix3:

7.3.1 Two dimensions of ethics

The first is **procedural ethics** which require confidentiality, right to privacy and protecting human subjects from harm.

Procedural ethics also involves the language used in the research. It is suggested to be understandable and free of jargon but will nonetheless assure that the researchers are competent and experienced.

The second is **situational ethics** dealing with the unpredictable, subtle moments that come up during the study.

Situational ethics pertain to the ethical obligations a researcher has towards a participant in terms of interacting with him/her in a humane, non-exploitative way while at the same time being mindful of one's role as a researcher.

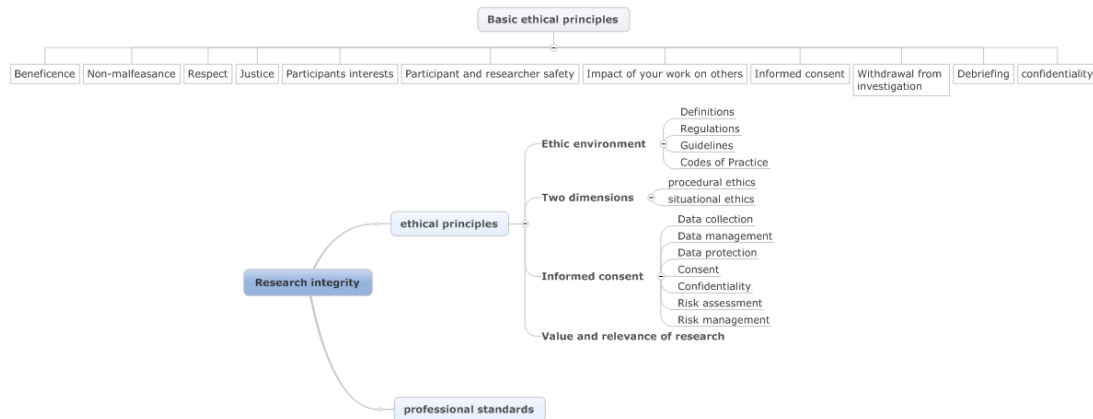
(Guillemin and Gillam, 2004)

7.3.2 Informed consent

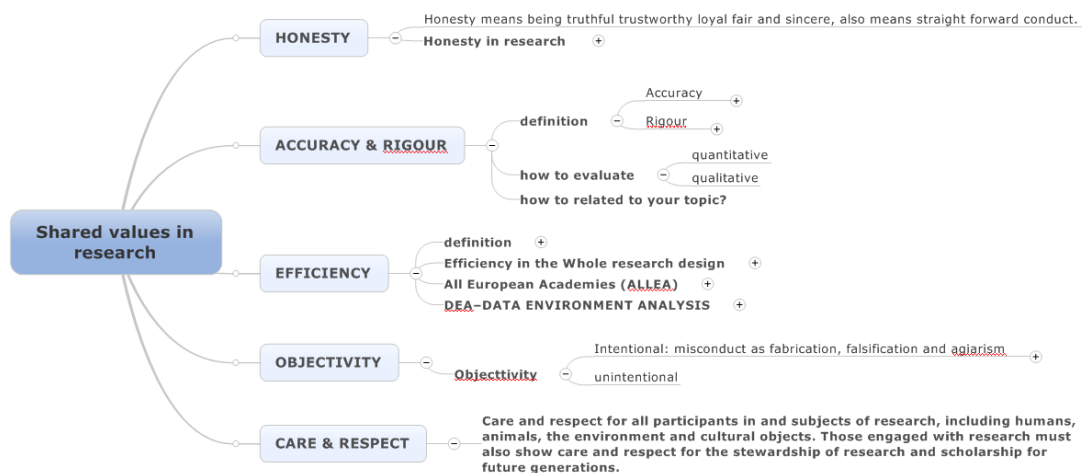
Informed consent is a “relational and sequential process rather than a contractual agreement” (Murphy and Dingwall 2007: 2226).

7.4 Appendix4:

How yourself organize these things together? In our class, we discussed numerous concepts related to research ethics, I try to understand ethics and integrity in a nor very western perspective.



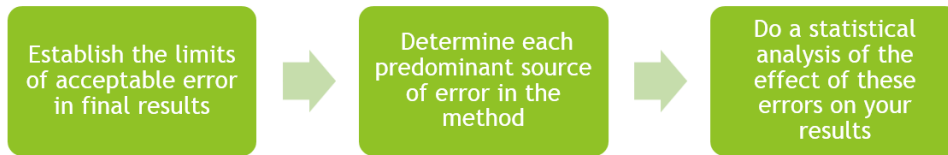
About SHARED VALUES IN RESEARCH:



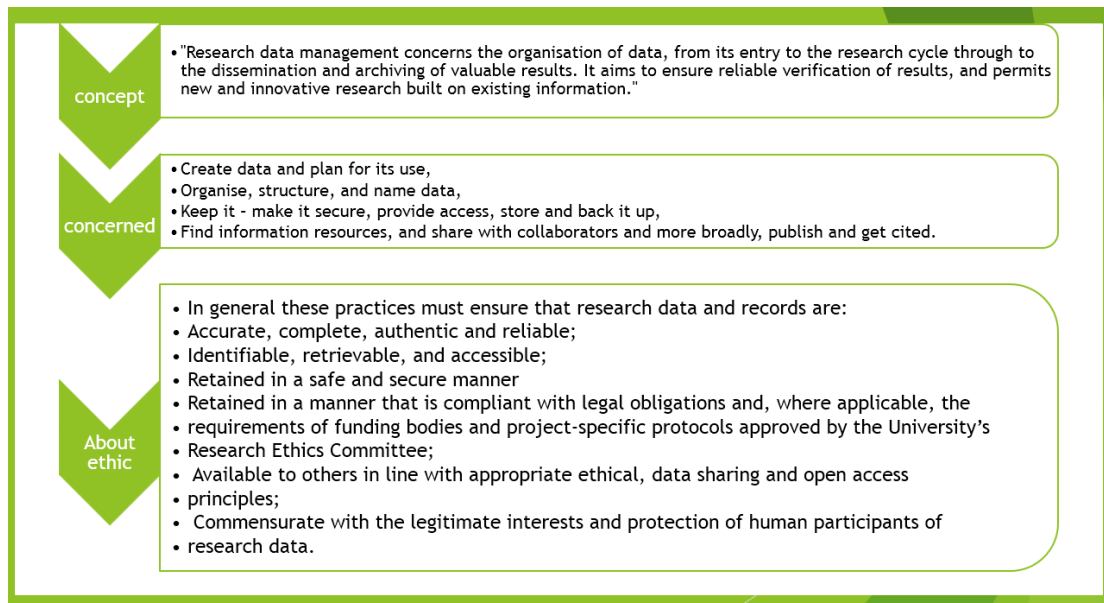
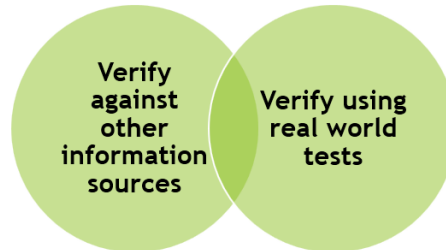
Part of our group works:

Evaluate--Accuracy

Defining Accuracy and Precision



Research Skills Tutorial



8. summary

After six weeks study, I formed a research structure step by step in my mind, the seven entries topic like stairs lead me to the goal, and I make some progress about my topic "an investigation on how companies in the elderly care industry to provide the services to meet customers' expectation". I want to explore this question to what extent the cultural activity can help the company to improve their services to meet the elderly people's expectation and why the cultural activity can improve the elderly people's satisfaction.

Though analysis my **“positionality and individuality”**, I reconfirmed my interests in elderly care market (customer’s decision-making progress, cultural activity), and I do care our senior citizen and believe that never too old to be happy, they deserve better services. The next step **“reading and evaluating literature and information sources”** gives me a chance to find out the basic theories I need and glaze at the focused area of frontier research. Think **“the contribution of research to knowledge and organizational development”** deeper, then the process of **“defining the research question”** spiral progression. During the research journey **“Philosophical frameworks for research”**, **“research ethics and integrity”** always existed and makes the profound influence of the understanding of **“types of research and research design”**.

Here is still some confusion in my mind? How to make my research go deeper? How to find the right company as my study case?