

UWTSD MBA HKBM7009
(UWMBA-30013-2022-1-SS)

Global Business Challenges (2-2)

Tutorial 1:

Writing an analytical report

Che Cheong POON
8 January 2023; Sunday 3:30pm to 6:00pm

Lecture Agenda

- Overview of Research Methodology
- Research Process
- Guidance for Writing an Analytical Report
- Group tutorials

Overview of Research Methodology

The scientific method

It refers to the entire cycle of induction, deduction and Verification

- **Induction:** A process of reasoning from particular observations to general conclusions.
- **Deduction:** A process of reasoning from general assumptions or statements to particular conclusions.
- **Verification:** To verify the conclusions by returning to the original facts and seeing whether the occurrences and predictions are correct.

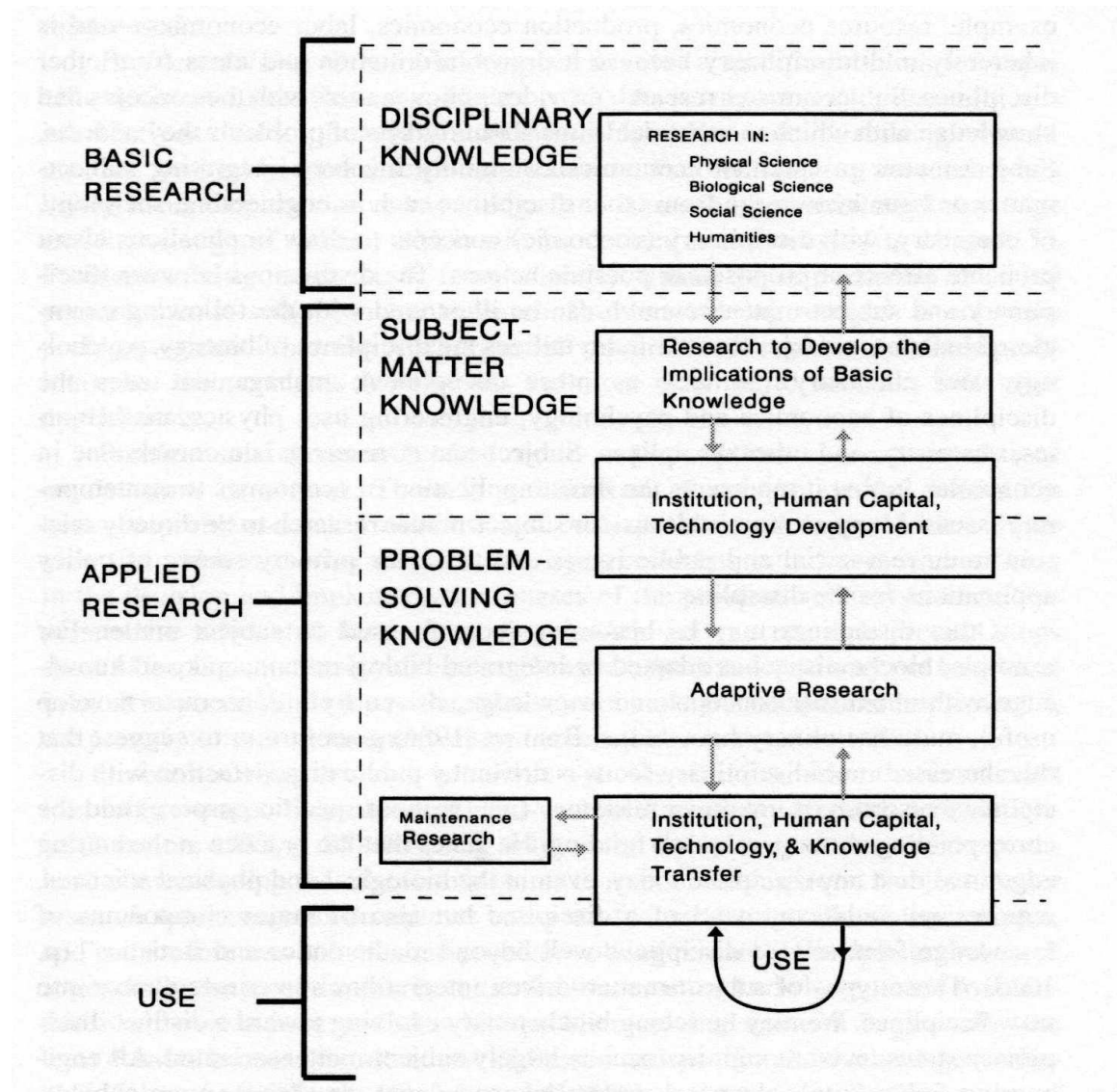
Why do research?

- Summarizing what is known in a field
- Contributing to knowledge on a topic
- Solving a problem/puzzle
- Weighing in on a debate

Four types of purposes for research

- Exploratory—finding out what is happening, seeking new insights and generating ideas and hypotheses for new research.
- Descriptive—portraying a situation or phenomenon.
- Explanatory—seeking an explanation of a situation or a problem, mostly but not necessary in the form of a causal relationship.
- Improving—trying to improve a certain aspect of the studied phenomenon

Types of business research



Nature of research

(1) Research is not an accidental discovery

Because an accidental discovery

- may occur in structured research process
- usually takes the form of a phenomenon not previously noticed
- may lead to a structured research process to verify or understand the observation

(2) Research is not data collection

Because:

- data collection is only an intermediate step to gain reliable knowledge
- collecting reliable data is part of the research process

(3) Research is not searching out published research results in libraries or the Internet

Because:

- information search is only an important early step of research
- the research process always includes synthesis and analysis
- but, just reviewing of literature is not research

Research is...

1. Searching for explanation of events, phenomena, relationships and causes
 - What, how and why things occur
 - Are there interactions?

2. A process
 - Planned and managed – to make the information generated credible
 - The process is creative
 - It is **circular** – always leads to more questions

It is worth noting that:

- All well designed and conducted research has potential application.
- Failure to see applications can be due to:
 - Users not trained or experienced in the specialized methods of economic research and reasoning
 - Researchers often do not provide adequate interpretations and guidance on applications of the research
- Researchers are responsible to help users understand research implications

Research Process

From
Questions to
Answers



The
Research
Process

Research = Stating a question & seeking its answer

Evaluating a question and answer previously considered by others;

Meta-study: a systematic method that takes data from a number of independent studies and integrates them using statistical analysis (e.g. EMED Consensus study) ; and/or

Discovering new knowledge – knowledge is the interpretation of facts (data).

Research Questions

1. What question(s) are you asking in this research?

For example: What has happened? What has been done? Why people did it? Why they did not do it? How did they do it?

2. Why are the question(s) important?

Convince us that

- a. no one has yet answered them satisfactorily; and
- b. answering these questions is important for understanding the real world and/or formulating policy.

3. What answers do you expect to find (hypotheses)?

Suggest at least two alternative answers: in other words, if only one answer is possible, there is no point doing the research!

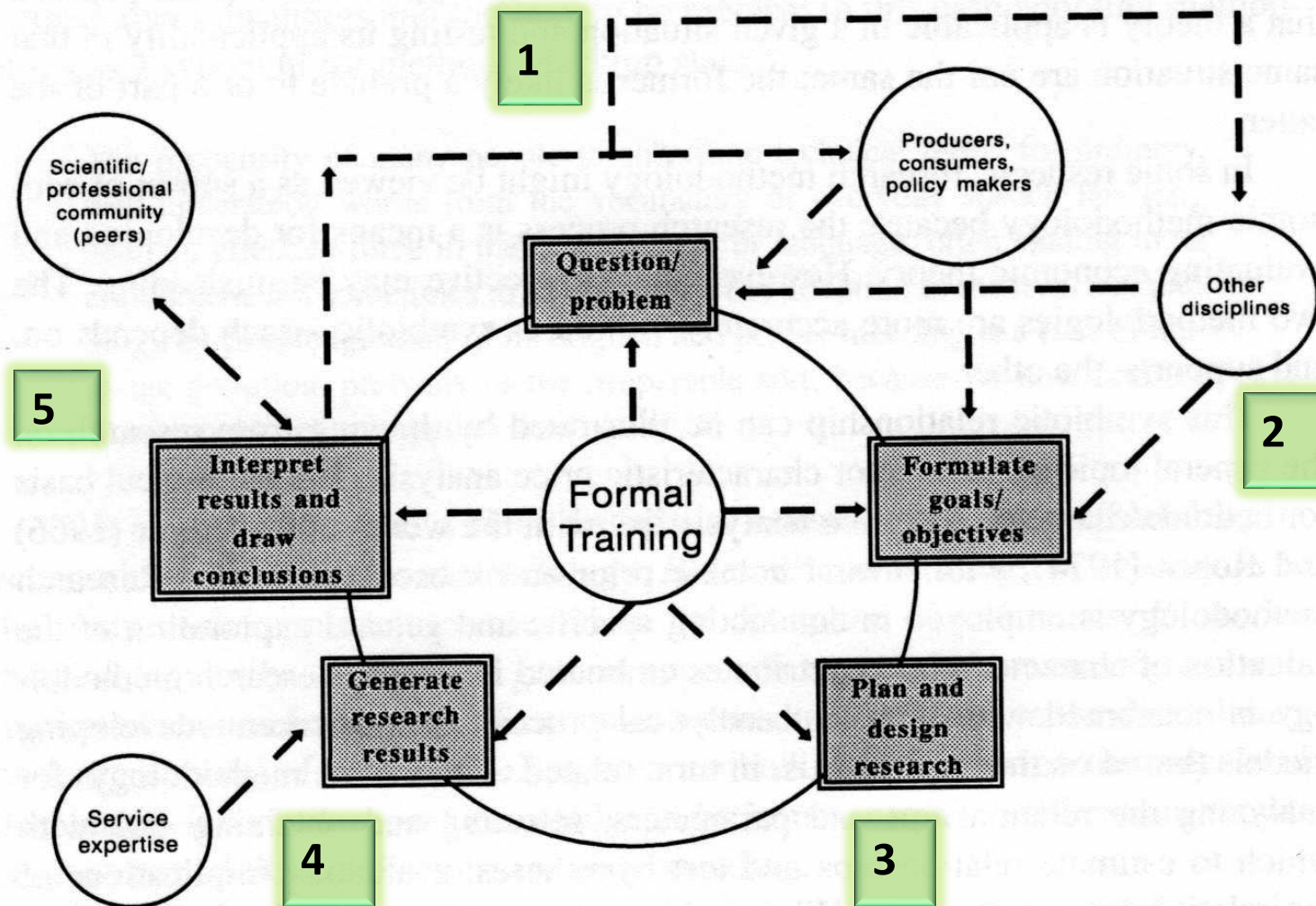
Finding a Research Problem (question)

- Start with a general area of interest & refine to a research question.
- What interests you?
 - Personal experience, topics from classes, or current events
- Would this interest others?
- What have others done?
 - Extend it, or do it in a different setting.

A generic/structured research process

1. Choosing a research topic, main research issues and questions
2. Conceptualization: literature review, research framework/model/theory (optional)
3. Choice of Research Methodology
4. Data Collection:
 - a. Primary data – Census or sample survey (optional)
 - b. Secondary data – Official and/or other publicly available data
5. Data Processing and Analysis (optional)
6. Summary of results
7. Application: discussion & implications

The process of business research



Guidance for Writing an Analytical Report

Steps in doing a research project

1. Define the research theme that you want to work on.
(Common mistakes include trying to deal with too many research problems and/or not limiting the scope of the investigation)
2. State your questions/ formulation of hypotheses
(This could be in the form of one or two major questions or objectives and several sub-objectives within those major categories.)
3. Background research (i.e., results from similar studies)
 - Think about how your research theme fits in with previous work.
(Develop an initial reference list that covers the major topics important to your thesis question.)
 - What new and different angle can you investigate?
4. Methods and logistics
(How are you going to accomplish your objectives?)

5. Collecting data/information.
 - Define data variables
 - Collect the dataset
6. Analysis of collected data/information.
 - Reporting.
 - Formal style.
 - Use cautious language.
 - Avoid subjective or emotive language.
 - Writing in the third person.
 - Be precise not vague.
 - Use evidence - be critical.
 - Referencing and bibliographies.
 - Use correct punctuation and grammar.

Thank You
for
Your Attention!