

Dissertation Proposal

Corporate Governance impact on Romanian Bank performance

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Abstract

This research project has discussed the impact of corporate governance on Romanian bank performance. The importance of corporate governance in the banking sector is to build strong creditability, accountability and transparency. Corporate governance is an efficient system that allows the organisation to get a proper guideline to enhance their business. Here, the research has discussed the statements of problem, objectives and some challenges faced by corporate governance while maintaining it. It has discussed the methodology which includes the research methods that have been used to complete the research.

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Chapter One: Introduction

A: Background of the research

The research aims to investigate the impact of Corporate Governance on the overall performance of Banca Transilvania. Corporate governance is an effective system that allows the organisation to get the proper guidance regarding the way they should conduct their business (Cleartax, 2022). The transnational organisations are given the proper guidance regarding the way they should conduct the business and this, in turn, help them to manage all the external activities of the organisation. The topic of corporate governance is an important aspect within the competitive environment and researching a similar topic shall help the individuals to gain more knowledge regarding this. Further, proper information would also be generated regarding the practices that are undertaken by the transnational organisation to maintain the overall performance (CFI, 2022). The research shall also be a source of great help to the other researchers who would research a similar topic. The objectives of the research have been set following the topic and proper methods shall be applied to achieve those objectives.

B: Statement of Problem

The research aims at finding out the impact of maintaining corporate governance on the overall performance of Banca Transilvania. Corporate governance allows the organisation to manage internal affairs and helps in overcoming the legal issues within the global sphere.

C: Aims and Objectives

Title: Impact of corporate governance on Romanian bank performance – A research on the Banca Transilvania

Aim: To understand the impact of corporate governance on maintaining the performance of Banca Transilvania within the global sphere.

Objectives:

1. To analyse the different practices that are incorporated by Banca Transilvania as a part of their corporate governance.
2. To determine the challenges encountered by Banca Transilvania while maintaining its corporate governance activities.
3. To examine the overall effect that corporate governance practices have upon the performance of Banca Transilvania.

D: Research Questions

1. What are the different practices that are incorporated by Banca Transilvania as a part of their corporate governance?
2. What are the challenges encountered by Banca Transilvania while maintaining its corporate governance activities?
3. What are the overall effect that corporate governance practices have upon the performance of Banca Transilvania?

E: Purpose of the research

The research is focused on exploring the theme of corporate governance and its impact upon the performance of organisations. Studies have shown that the aspect of corporate governance that allows the individuals to gain the positive outcomes of the overall research. The study also signifies several important steps that are undertaken by the organisation to fulfil its corporate governance. The research shall also shed light on the drawbacks that are encountered by the organisation while implementing the practices of corporate governance. Apart from that, corporate governance also helps in managing the overall work within the organisation and this allows the individuals to conduct all the operational activities in an ethical manner (forumias, 2022).

Chapter Two: Literature Review

A: Introduction

This section of the research shall contain information that has been gained from the secondary sources and that help in ensuring that the individuals can enhance the overall authenticity of the research. This section shall include the information that has already been tested and proved by the researchers. This section has summarised the information from the different articles, reviewed journals and other sources. This helps in making the work easier and the research more authentic.

Practices of Corporate Governance

According to Areneke, et, al., (2022), the practices for maintaining corporate governance differs from organisation to organisation. This is one such aspect that allows the organisation to enhance the reputation of the brand and sustain itself within the global sphere. Further, most organisations create a diversified board of directors that help in maintaining the cultural diversity within the organisation. This also allows the organisation to get more ideas and ensure that the business can sustain itself within the global sphere. According to Fobi, (2019), the ethical principles are also valued by some of the organisations that help in maintaining the overall responsibilities of the organisation towards the employees. Apart from that, ethical principles allow the organisation to manage internal issues and enhance the overall quality of its work. They can take complete care of their employees and gain their loyalty in return. Further, the maintenance of social responsibilities is also one of the major parts of the organisations that help in maintaining corporate governance. They can sustain within the competitive sphere with the help of this and they can also manage to bring significant changes within the overall organisation. Apart from that, the individuals within the organisation shall also be able to fulfil all their responsibilities while operating within the competitive sphere.

Challenges while maintaining Corporate Governance

According to Murray, et, al., (2021), organisations encounter various challenges while they are required to maintain corporate governance. The most important challenge that is faced by them is to maintain the strict regulations of the mix of laws that are implemented by the government. Further, most organisations fail to accomplish this and they are not able to fulfil all the requirements of the government regulations. This is one of the most important drawbacks that restrict the organisation from fulfilling all the aspects of Corporate Governance. The global applicability along with the local jurisdiction is also seen as the most important challenge within the corporate governance since the organisations are not able to fulfil or accomplish all the work properly. This is due to the absence of a universal system of Corporate Governance. According to Veselovsky, et, al., (2018), the conflicting rules within the transborder environment often leads to the failure of complying with the corporate governance. This can also act as a major drawback for the individuals working within that environment. The organisations can be restricted from maintaining their corporate governance due to these issues. They shall not be able to accomplish the overall work within the organisation and this might be a restriction for the overall organisations as well, especially those operating within the global sphere.

Impact of Corporate Governance upon the organisational performance

According to Fenwick, et, al., (2019), Corporate Governance acts as a major strength for the organisation that helps the organisation to enhance the organisational value. Further, this also has a greater impact upon the overall organisation since they can manage to satisfy their employees by fulfilling all the responsibilities towards them. They can ensure that the employees can stay loyal towards them and they can manage to fulfil all the organisational goals of the organisation. According to Crifo, et, al., (2019), this is also one of the effective issues through which the individuals can enhance the overall brand value of the organisation

and they can insist on managing their responsibilities towards society as well. This proves to be an efficient step towards enhancing the overall brand value of the organisation. The customers can get a positive image about the organisation that can help in attracting more customers towards the organisation and they can also ensure that the organisation can enhance the overall profit margins and they can manage to strengthen their overall customer base.

B: Summary

The above section has described the information that has been collected from different academic journals that helps in making the overall research more authentic. Further, the articles that have been summarised within the research has helped in including more information about the process. The information regarding the steps that have been undertaken by the organisation to fulfil the corporate governance has also been described in the above section.

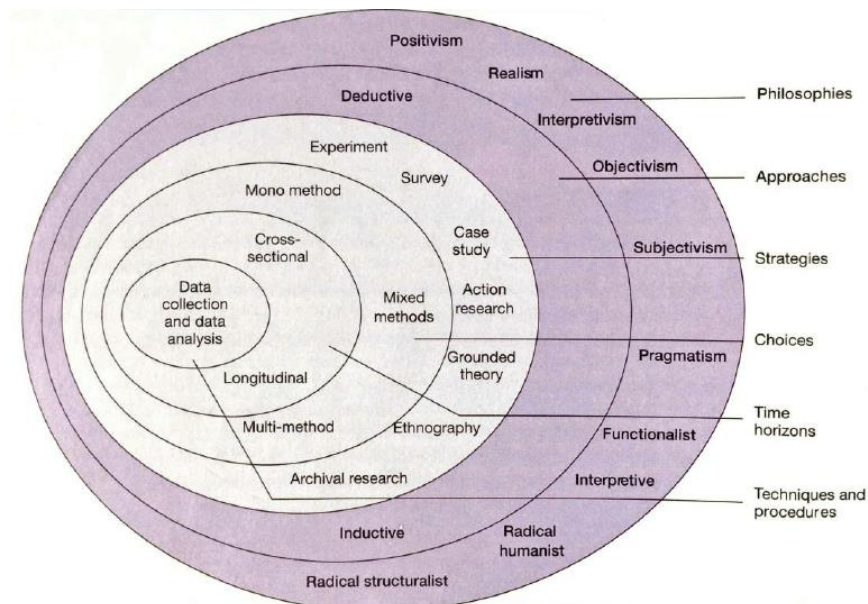
Chapter Three: Methodology

A: Introduction

Research methodology is the technique that helps to explain, utilise, collect the proper information regarding the topic of the research. In the research process, the methodology is the technique that helps to overcome the challenges during accessing the data. Through this way, the researcher can conduct their research and need to collect all the important data. To make proper research which requires an appropriate methodology that is explained below:

Research onion:

Research onion refers to the stages that must be followed during the research and it describes all the data in detail. It helps to create an appropriate research approach and if the researcher can follow the steps properly then they can collect appropriate data regarding the research. It helps to understand different methods of data collection by creating the different steps and explaining the stages thoroughly. The researcher will follow the Saunders Research Onion to make an appropriate research project (Crossley, 2021).



Source: (Crossley, 2021)

Research design:

It refers to the structure of the research that is selected by the researcher. The mandatory aspect of the research is to select the appropriate data. The research must have a proper quality of data collection. To understand the design researcher, need to take opinions from other people. Apart from this, it includes several steps such as correlation, descriptive, experimental process and diagnostic. A researcher gets help by using all these steps to get proper data and make a design of the research (Academy, 2020). In this research descriptive research design shall be used.

Research philosophy:

It refers to the improvement of the knowledge about the topic of research and enhances the problem-solving capacity of the researcher. This research project will be collecting various information from various sources using the realism philosophy. On the other hand, different people also help to collect information who associated with this project. Moreover, this process will help to gather more realistic information from the authentic resources which are very efficient ton achieving the goal of the business. This research process will help to justify the authentic data collection process (Fischer, 2020)

Research approach:

There are two types of approaches that are deductive and inductive. This research report is based on the inductive approach which refers to the quality of the research. It begins with authentic data collection. Moreover, this process helps to gain important information based on the topic and helps to describe the patterns in the data. When the researcher works with this process they start to observe the data and make the theory. Similarly, this research process begins with the data collection and make all the data into a theory (Iovino, 2020).

Research strategy:

In this research project, the strategy is the process where the researcher will proceed with their thoughts stepwise and helps to establish research systematically. The Saunders Research

strategy describes that the researcher has used the different stages to make the research project more efficient. This research strategy includes different approaches such as case study, action research, experimental research, survey, interviews etc. This is the way the researcher will establish the project and eventually they said among all the strategies the survey is the most relevant way to collect authentic data.

Research choice:

The research choice is of two different types such as the qualitative and quantitative research approaches which will be helped to conduct the research. This research will also include a mixed and multi-method to conduct this project. This mixed-method also refers to the qualitative and quantitative method and the multi-method helps to describe the big portion of the research. Besides, the researcher can also collect authentic information with the support of this process and also gather more relevant information from many different books and journals.

Research Techniques and Process:

The researcher should maintain the protocols regarding the data collection and the process of using the collected data while conducting the research. Qualitative data collection means which gather numerical data that can be measured. It also includes interviews, surveys, group discussions etc. On the other hand, the qualitative data collection method includes individual behaviour, values rated, opinions etc. In this project, qualitative data collection is more applicable to conduct the project.

Limitation:

In this project, the researcher can some limitations during the analyse of the data. The researcher can come across illogical data information, lack of updated data, poor information which are unauthentic for completing the research. Nonetheless, the author needs to acknowledge all the limitation they have faced and solve it properly.

Sampling:

In this research project, the sampling process is efficient by collecting the people. This process will be conducted with the help of 20 employees of Banca Transilvania and this research project will survey a sample of these 20 people. Moreover, it determines the accuracy of the survey result.

Time horizon:

Time horizon refers to the entire time the researcher can take to complete a proper research project. There are two different types that used by the researcher such as the longitudinal and cross-sectional time horizons. In this research project, the cross-sectional time horizons will be used uses at the time of data collection within a certain time.

Ethical consideration:

For a research project, this ethical consideration is the most important part where failures can face by the researcher during completing the research process. In the research, it refers to informed consent, which set off the guideline. Moreover, it should not be harmful to anyone and must follow the protocols while conducting the research (Dannels, et, al., 2018 pp. 402-416).

B: Summary

In this research project, the researcher will follow some guidelines and methodology which are described above. To conduct this research project, the researcher must choose the appropriate research and maintain the time horizons, ethical consideration and research techniques as well. With the help of these appropriate stapes, a researcher can conduct an authentic research project.

Gantt Chart

(Refer to Appendix One)

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