

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Kenneth Wathall	Student ID number:	1922253
Programme:	DBA		
Module:	Approaches to Research and Academic Communication		
Module code:	HKBM7000	Contribution to Overall Module Assessment (%):	40%
Lecturer:	Dr. Luk Chung Leung	Internal Verifier:	
Assignment Title:	In-class Presentation	Time Allowed:	15 minutes
Submission deadline:	18 July 2020	Return date of provisional marks & written feedback:	7 September 2020
Submission method:	Each <u>students</u> needs to present to the class a summary of the research proposal within 10 minutes. The presentation is designed to gauge the student's ability to communicate and present information related to research and academic matters. A soft copy of the PowerPoint slides used for the presentation should also be submitted via Turnitin before the presentation.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Research Title:

Applying the **Theory of Planned Behaviour** to a Study of the **Adoption of Positive Sleep Hygiene Behaviours** by Knowledge Workers of Professional Services Firms (KWoPSFs)

UWTSD

Doctor of Business Administration

Approaches to Research and Academic Communication (HKBM7000)

In-Class Presentation

18th July 2020

Presented to: **Dr. Luk Chung Leung**

Kenneth Wathall

Student Number: 1922253

1. RESEARCH PROBLEMS & OBJECTIVES:

a. Company/Industry Background

- **Professional Services Firms (PSFs)** definition: [Firms that offer a] service requiring specialized knowledge and skill usually of a mental or intellectual nature and usually requiring a license, certification, or registration ⁽¹⁾
- In 2018, it was estimated that 227,000 were employed in the capacity of KWoPSFs in Hong Kong ⁽²⁾
- **4-types of PSF** – the “Classic” PSFs are Law, Accounting & Architecture (Von Nordenflycht, 2010)
- **Knowledge Workers (KW)**: Defined as their main capital being knowledge⁽³⁾ – includes Lawyers, Accountants & Architects

(1) <https://www.merriam-webster.com/legal/professional%20service>

(2) <https://www.statistics.gov.hk/pub/B71912FB2019XXXXB0100.pdf>

(3) https://en.wikipedia.org/wiki/Knowledge_worker#:~:text=Knowledge%20workers%20are%20workers%20whose,%22think%20for%20a%20living%22.

1. RESEARCH PROBLEMS & OBJECTIVES:

b. Definition of Problem

- The health and productivity of employees are inextricably linked (Loeppke, 2008)
- Harvard study: *'Workplace wellness programs can generate savings'* (Baicker et al., 2010)
- Increasing focus given to sleep in corporate wellness programmes as it influences employee health and performance (Robbins et al., 2019)
- According to SleepFoundation.org, *"Sleep Hygiene* is a variety of different practices and habits that are necessary to have good nighttime sleep quality and full daytime alertness"
- Key challenge facing employers is to engage employees in corporate-sponsored lifestyle intervention measures (George & Tanner, 2014)

1. RESEARCH PROBLEMS & OBJECTIVES:

c. Research Objectives

- **Research Objective #1:** Identify the Theory of Planned Behaviour (TPB) variables that better predict the intended adoption of positive sleep hygiene behaviours amongst KWoPSFs

H1: Attitude, Subjective Norm and Perceived Behavioural Control will have a positive relationship toward the behavioural intention of adopting positive sleep hygiene behaviours

- **Research Objective #2:** Assess whether sleep hygiene knowledge moderates the intention to adopt positive sleep hygiene behaviours amongst KWoPSFs

H2: Sleep hygiene knowledge has a positive relationship toward the intention to adopt positive sleep hygiene behaviours

2. RESEARCH DESIGN:

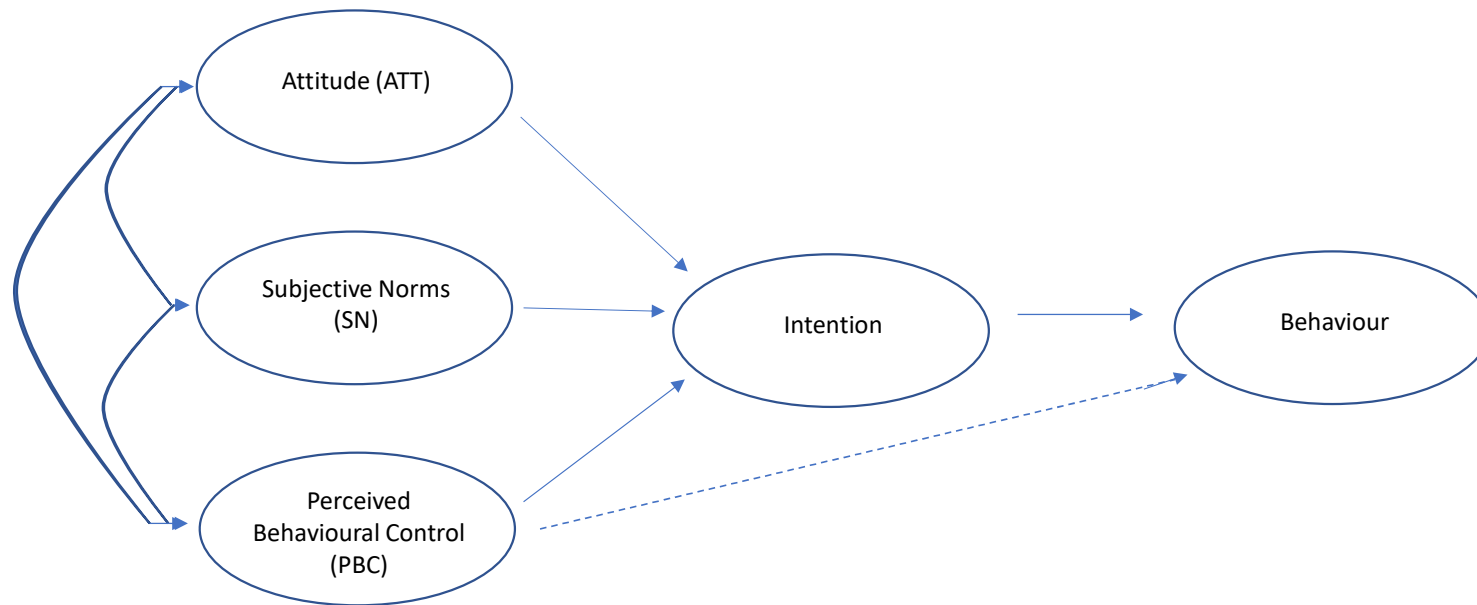
a. Definition of Variables

- **Latent Variables:**
 - **Attitude:** assesses the level of negativity or positivity that one holds toward their act of the behaviour
 - **Subjective Norms:** one's beliefs of what others in their network think in relation to one performing the behaviour
 - **Perceived Behavioural Control:** an individuals' view of whether they can carry out that particular behaviour and the degree of difficulty in performing it
- **Dependent Variable:**
 - **Behavioural Intention (BI)** – the degree of an individual's preparedness to carry out a specific behaviour or action. BI believed to directly precede behaviour

2. RESEARCH DESIGN:

b. Framework of Relations

- Theories are essential in understanding how health behaviours are formed and provides grounding to design efficacious interventions (Lippke & Ziegelmann, 2008)
- **TPB** widely adopted model in health psychology (Kor & Mullan, 2010)
- *Predicted* Behaviour is a function of Intention and PBC



Theory of Planned Behaviour Model (TPB)
(Ajzen, 1991)

2. RESEARCH DESIGN:

c. Research Method

- Participants will be requested to complete a survey and return the completed version by email directly to the researcher. As an incentive for participation, for each validated survey response received, the participant will receive a complimentary quick health test at a renowned wellness clinic in Hong Kong
- Primary quantitative descriptive data to be collected via the electronic surveys distributed
- Job title, nationality, age, gender, years of working experience will be recorded
- There will be no requirement to have had participated in any corporate-sponsored programme previously
- Target 80-100 responses

2. RESEARCH DESIGN:

d. Sampling

- Nonprobability snowball sampling technique to be used
- Target 20 acquaintances of the researcher who are professionals working in Hong Kong-based law, accounting or architecture firms and request that they participate in the study
- Request acquaintances to identify 2-5 others whom work in the capacity of either a Lawyer, Accountant or Architect and refer these to the research. Research requests the referees to participate in the study

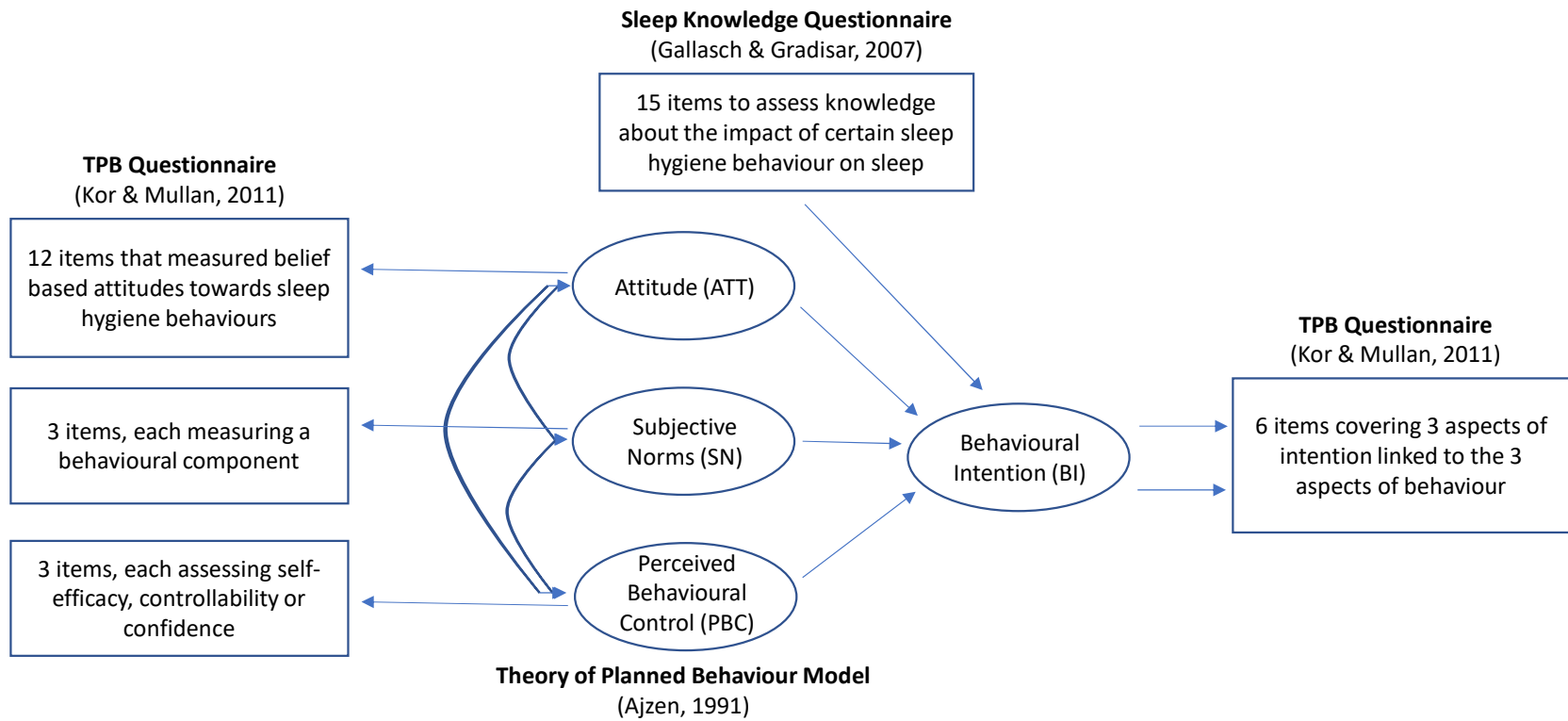
2. RESEARCH DESIGN:

e. Measures

- **Theory of Planned Behaviour (TPB) Questionnaire** (Kor & Mullan, 2011)
 - Used to assess the 4 constructs (ATT, SN, PBC, BI) of the TPB framework
 - Responses via noncomparative ordinal scales:
 - 7-point semantic differential scale for ATT
 - 7-point Likert Scale for SN, PBC, BI
 - Previously adopted in several sleep-related studies (e.g. Kor & Mullen, 2011; Strong et al., 2017)
- **Sleep Knowledge Questionnaire** (Gallasch & Gradisar, 2007)
 - Used to evaluate what one knows in regards to the effects of several sleep hygiene behaviours on sleep
 - Responses given as 'true', 'false' or 'don't know'
 - Previously adopted in several sleep-related studies that use the TPB framework (Gallasch & Gradisar, 2007; Strong et al., 2017)

2. RESEARCH DESIGN:

e. Measures



3. DATA COLLECTION & ANALYSES & REPORT:

a. Proposed Data Collection & Processing

- **Processing:**
 - Check questionnaires for complete responses edit for unsatisfactory results
 - Code the questions:
 - TPB Questionnaire: -3 to +3
 - Sleep Knowledge Questionnaire: +2 (true), -2 (false). 0 (don't know)

3. DATA COLLECTION & ANALYSES & REPORT:

b. Data Analyses to be Used

- Descriptive statistics - demographics and questionnaire scores (mean (SD), n(%))
- Multiple regression analysis - measure the predictive values of the TPB variables (3 tests):
 - Full sample
 - Relevant sample with Sleep Knowledge Questionnaire scores <mean
 - Relevant sample with Sleep Knowledge Questionnaire scores mean>

3. DATA COLLECTION & ANALYSES & REPORT:

c. Expected Findings & Recommendations

- **Expected findings:**

- SN & PBC will better predict the intended adoption of positive sleep hygiene behaviours
- The degree of sleep hygiene knowledge of KWOPSFs will be an insignificant moderator toward the intention to adopt positive sleep hygiene behaviours

- **Recommendations:**

- Need to suggest effective interventions that will improve SN & PBC leading to the adoption of positive sleep hygiene behaviours by KWOPSFs
- Future research could be extended to record the actual behaviour of the sample to test the predictive accuracy of the TPB model

- **Implications:**

- For the design of corporate wellness programmes and ensuring efficacious interventions are created

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