



Assignment 1: Report 1-3

IDENTITY AND APPROACHES TO APPLIED BUSINE

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Report 1: Generating Ideas

This section will focus on fostering the ideas with the combination of my personal education background, training experience, cultural beliefs and knowledge gaps. It will also illustrate the process of narrowing down the substantial ideas at the beginning of the research and how does the specific or specialized topic and idea has been confirmed step by step.

Usually, people will hold the view that the system of concepts, assumptions, expectations, beliefs, and theories are crucial to support the research. However, the goals regarding why do you do the research is also significant. According to Maxwell (2012), personal goals for doing a study is the individual motivation and could be significant for the choice of topic, research method especially the qualitative research, and the validity of conclusion.

I try to include my educational background and personal experience below, and analyze the positive and negative influence to the research topic chosen.

- I am a female thus sort of naturally sensitive to societal stuffs and interested in the psychological filed. The positive aspect is that it is quite comprehensive and common and societal and psychological filed covers and could be applied in plenty of academic business and education topics. However, it is too broad and hard to define or specifically linked to a topic.
- The cultural environment in China values the networking a lot. The good aspect shows in the early awareness of the significance of interpersonal relationship, the negative aspect shows in the relatively strong intendency in thinking or analysing problems in the subjective way.
- The technology innovation and globalization enable the cultural exchange and communication online, making the cross-cultural communication much more frequent

than before. Also, the learning experience abroad in Canada for my master degree also gives me a better understanding of multiple cultural background and the difficulties of overcoming the cultural shock. The good thing is the concept of cultural diversity gradually becomes popular in the public and cultural communication makes people think in a more comprehensive way. The bad thing is that different values or beliefs, behavioral norms and worldviews need to be well dealt with.

- I majored in International Business and Trade in my undergraduate, and English language Education in my graduate. The good thing is that the fundamental knowledge and basic concepts in the business and education fields has been mastered, but the negative side is that my interested topic stands in the middle of the two fields which is quite confusing to the research topic chosen.

Observing and reflecting from my individual experience and interested academic fields, the key words of cross-culture, education and business administration are unavoidable. International business accelerates the globalization trends, making the world connected closely than ever before. The diversity and rapid changing environment derived from globalization has triggered the growing need for global leaders who are more compatible in the multicultural teams. Evan D. & Heather Y.Z. (2014) examined the influence of short-term cross-cultural program to the cultural intelligence, finding that study programs greatly contributes to the metacognitive CQ, cognitive CQ and motivational CQ but without significant relationship with behavioral CQ. Cultural awareness is also significant for the employers, health professionals are chosen as the example here. Stephane M. (2019) reveals the popularity and benefits of training for health professionals, and highlights that the four aspects of competence, cultural safety, cultural humility, cultural intelligence are all valuable for the health professionals. Similarly, the Occupational therapy educators in United States designed courses to improve therapists' cultural competence, gaining the multicultural awareness and sensitivity, increasing their competitive advantages in the future career with the growing demands from the multicultural background clients. Without any doubt, no

matter for the leaders or the employers in a variety of industries all need the capacity to adapt to the cultural diversity.

As an international student having the learning experience in another country, I totally understand the difficulties and struggling of the cultural shock and social identity. I tried to link the cross-cultural perspective to the international students and study program abroad. Susan C. (2012) discusses cross-cultural adaptability of campus students could significantly benefit from the short-term study abroad programs which is a crucial and practical capability for the professionals under the globalization trend. The research from Bruce and Heike (2017) aroused more of my interests because its scope is on the comparison between the students majoring in business and other majors, finding out the students majoring in business is more sensitive to the transference of the cultural environment. The article illustrates that a part of the participants who majored in business achieved significant personal autonomy through a study abroad program lasting 2-week in German.

Considering the specific benefits for the international students brought by the abroad programs, Tony J. & Alina (2014) discuss and study the significance of cross-cultural communication education for the international students, which could be substantially beneficial for their academic adaptation and achievements. The writer also referred that the business training usually consider more about the priori cultural categorisation to better predict the customer behavior and tendency choices based on their nationality or culture, which is developed by Hofstede (1989) and colleagues from the cultural value dimension.

However, the cultural difference is not the only influential factor for the communication efficiency in the multicultural working environment. Leslie, Peter & Robert (2014) implement an investigation and experiment in a summer school in 2013 involving 60 participants who are staff and students coming from five different universities. The results show that cultural diversity and language barrier maybe not the primary and core obstacle to the communication efficiency in the multi-cultural working groups. Instead,

framework for project and team management should be emphasized, and administration of job responsibility and workload allocation is important as well.

As Hammersley (1992, p. 85) said, A research plan need to take its relevance and validity into consideration. My research topic generated is “The Significance of The Administration of Short-term Study Abroad Program for The Cross-cultural Background Students’ adaption and achievements”. The sources I found is quite related with my target research topic including psychological health, cross-cultural education, cultural awareness, cultural intelligence, global leadership, cultural adaption and academic achievements and so on. As for the validity of the sources I found, among the different validity types, external validity is the most relevant and significant one that need to consider for my study. The results of the experiment and evaluation for these university staffs and campus students is of great value for my study, and this also to some extent proves the generalization of the data collected in the sources.

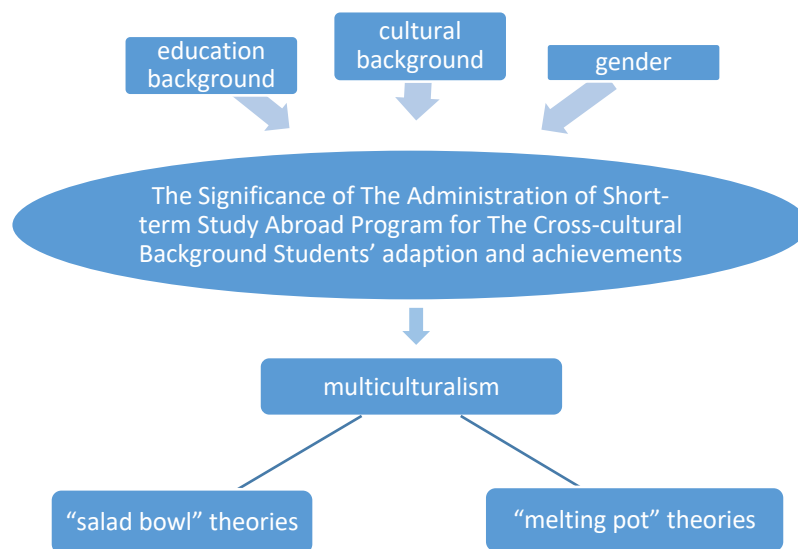
Report 2: Theory and Application

Theories of multiculturalism is a broad topic, and plenty of scholars have explored it before. Henry Hale discusses the separatism in the ethnic politics and claims that ethnicity is used to enhance the social stability and avoid the risks. Similarly, Will Kymlicka studies the Odysseys of Multiculturalism, also revealing the positive effects of ethnicity. However, globalization results in increasing interdependence of the world’s economies, cultures, and populations, multicultural society becomes an inevitable trend and fact.

Crowder advocates a moderate and compatible attitudes towards the multiculturalism, admitting the rationality and popularity of the multiple cultures in various societies. His research underpins three debates: “Is multiculturalism moderate or radical? Is it really about integration or separation? Is mutliculturalism underpinned by universalistic or relativist ethics?” The second debate questions the genuine goal of multiculturalism. Is it for integrating or actually differentiating distinct ethnicities in a society?

This debate reminds me of the two primary theories or models of multiculturalism: the “melting pot” and the “salad bowl” theories. The “melting pot” theories refers that immigrants from various cultural background tend to “melt together”, completely quitting their original identity and totally get involved in the predominant society. The benefits of this theory is the superficial fairness in the society and contribute to generate “loyal” labours for the nation. The weakness of melting pot model is also obvious, it would strike or even harm the cultural diversity, traditions and customs, and it is also criticized for its political function and enforcement. the “salad bowl” theories points out that immigrants prefer to maintain certain unique characteristics of their traditional culture and coexist with people with different cultural background in the society. This relatively liberal theory apparently attaches citizens with more freedom and respect, however, the outstanding cultural differences may bring in prejudice and discrimination and less willingness getting involved in the social affairs.

If the short-term study abroad program leads the international students to different directions, one group are guided to apply the “melting pot” theories, and the other group are encouraged to embrace the “salad bowl” theories. Which group could better adapt to the new environment and achieve academic achievement?



There are plenty of issues need to be considered and overcome during the data collection process to maximumly minimum the bias, increasing the validity and reliability of the collected data.

The evaluation criteria would be the first issue. The academic achievement is easier to be calculated or evaluated, but the degree of environmental adaption may be hard to obtain the universal standard due to the different understanding arising from distinct cultural background. Thus the researcher bias occurred such as leading questions and wording bias, culture bias or even the question-order bias.

For the respondent bias, participants from different cultural background may have distinct perception to the questionnaire or the questions in the interview, causing acquiescence bias in the interview. Seedhouse's external layer encourages people to think about the responsibilities to a particular group such as sponsors and society. Flinders also holds the view that researcher and participant cannot have absolute control due to the exact context. The participants may hide or cheat in the interview to seek for most beneficial outcome for the group or study. This tendency will create the social desirability bias because the participants tend to have the answers being accepted and liked. Similar situation would also occur when the secondary data is challenging to get, and the most convenient samples for the primary data may be friends or colleagues who have studied abroad. Their relationship with the researchers will also lead to the unreal information in the data collection named sponsor bias, influencing the reliability and validity in the end.

When we apply the multiculturalism in different regions, the "melting pot" and the "salad bowl" theories may not be understandable. For these immigrant country, the political policies, legislations or the actual social needs will influence the adoption of the multiculturalism theories. But for these non-immigrant country, it seems such kind of discussion is meaningless. Thus the research environment should be well chosen at the beginning of the research proposal.

Report 3: Identify a Research Methods

Usually we have three different research methods, qualitative method, quantitative method and mixed method. Different scholars have explored and acknowledged the features among them, especially the differentiation between qualitative and quantitative research methods. Stephen. K & Kasim. H (2015) summarise that pure quantitative research relies on quantitative data which usually obtained by experiment, questionnaire or secondary data; and pure qualitative research relies on the qualitative data such as previous research. Greene (2007, pp. 11-13) demonstrate that some people differentiate the qualitative approach and quantitative approach by claiming that they are implicit and explicit respectively. Mohr (1982) defined the qualitative method as “variance theory”, and the quantitative method as the “process theory”. Maxwell (2012) highlighted that quantitative method treated the world as different variables and tried to analyze the statistical relationship between them; the qualitative method saw the world as a dynamic process, and situations and contexts are of great significance.

If the quantitative method is applied to the chosen topic, as I discussed in the Report 2, the degree of environment is hard to evaluate and define. Besides, different data types including Nominal data, Ordinal data, Interval data and Ratio data is challenging to analyze. But the good aspect is that a number of descriptive data could be gained through the questionnaire or interview implemented by comparison groups which is quite direct to observe and supportive to the research. For the qualitative research, it highlights the context, interpretation, subjectivity, representation, and the non-neutrality of the researcher (Denzin & Lincoln, 2018; Schwandt, 2015). And according to Atkinson, Coffey, & Delamont, (2001, p. 7), qualitative research is not restricted under any specific tradition, framework, discipline, or method. Thus the individual interpretivism and personal experience is of great significance for the information collection. The positive side is that we can get more details and have a whole picture about the participants' mind, but the negative side is that if the participant is not representative, the validity of the data would be largely threatened. The mixed method stands in the middle of the qualitative method and quantitative method, providing a more comprehensive scope, but at the same time increase the challenges and cost to collect the information.

Normally, there are four types of validity including internal validity, construct validity, external validity and conclusion validity. The external validity is usually treated as the primary concern of the validity and the conclusion validity is the least considered. The internal validity is about the cause-effect between dependent variables and independent variables, if the compounding variables has largely influence the outcome, the experiment shows poor internal validity, but it could be improved by having the control group and treatment group to avoid the intervention. The conclusion validity is only about if there is a relationship or correlation. low reliability , weak relationship, or inadequate information could be the main issues. To improve the validity, a larger sample size to obtain more data, or increase the risk of Type I error through raising alpha level. Finally, you can increase the effect size by increasing relationship or decreasing the noise. And the external validity concentrate on if the conclusion could be applicable and generalizable to other situations or groups which could be gained by a representative sample, appropriate sample scale and proper criteria. Construct Validity means the operational definition being studied by the research matches the concept it represents.

I presume that qualitative method is more suitable for me to implement the research because the environmental adaption and academic achievements could be evaluated in a more broad way which could be more accurate. And multiculturalism is largely related to the psychology filed, the interview would be a more ideal way to collect the information and data. The stated goal of research is to get the conclusion that which approach adopted by the university for the short-term study abroad programs could lead to better environment adaption and academic achievements for the international students through the comparison of two different groups with guidance of eliminating or sustain part of the original culture.

Lincoln and Guba (1985) defined naturalistic inquiry which is obviously different with the traditional positivistic inquiry, implementing the research in natural settings instead of laboratories. Thus, the assessment of validity should be distinctive between the two different approaches. Similarly, Altheide and Johnson (1994) claimed that the criteria of

validity in quantitative research doesn't work for qualitative research because the collected data is based on the individual perspectives and interpretivism is socially constructed, the goals of the research and humane frame need to be taken into consideration. In qualitative research, the observation and interview is nothing to do with the “truth” or “falsity” so that external reality is no longer a suitable assessment for the validity, thus different standards need to be provided. To determine the validity in qualitative inquiry, Guba & Lincoln (1985) proposed four criteria as the validity framework for the qualitative research which is different with the commonly used ones in the quantitative research.

Traditional Criteria for Judging Quantitative Research	Alternative Criteria for Judging Qualitative Research
internal validity	credibility
external validity	transferability
reliability	dependability
objectivity	confirmability

Validity framework from Guba & Lincoln (1985)

Then, Creswell, J.W. & Miller (2000) proposed three lens showed below in the table for establishing the validity procedures and constructing the paradigm: lens of the researcher, lens of participants and lens of people external to ensure the credibility in qualitative study.

Paradigm assumption/Lens	Postpositivist or Systematic Paradigm	Constructivist Paradigm	Critical Paradigm
Lens of the Researcher	Triangulation	Disconfirming evidence	Researcher reflexivity
Lens of Study Participants	Member checking	Prolonged engagement in the field	Collaboration
Lens of People External to the Study (Reviewers, Readers)	The audit trail	Thick, rich description	Peer debriefing

Validity framework from J.W. & Miller (2000)

The framework of validity proposed by J.W. & Miller (2000) would be applied in the validity check in my research. When I have the interviews, I will try to repeat or explain the questions if there is any confusion. And Member checking and audit trail would as well available in my research.

William M.K. (2020) summarised that reliability is related to the consistency or errors occurred in the research study. Internal reliability refers to the consistency within a same test or participant. External reliability refers to the measurement varies from one to another. In general, the reliability could be improved through measurement instruments by increasing questions quantities to obtain a larger scale information or by reducing situational distractions in the measurement context.

One of the risk factors may be about the response rate. I plan to collect 30 samples which is not a very big scale. But considering the time limitation of the DBA program, it would waste plenty of time if I get too many null response questionnaires.

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