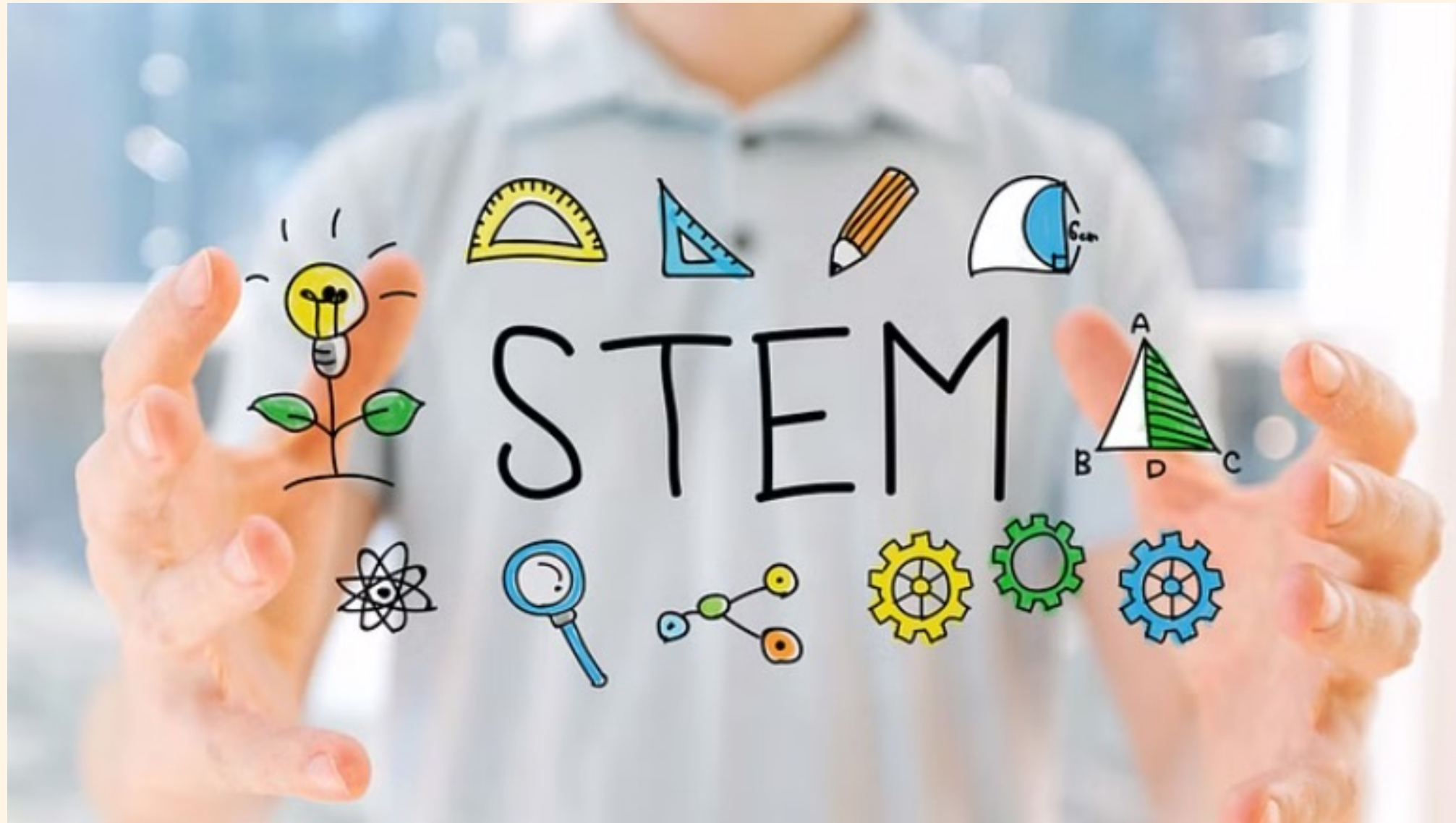


LEVEL 7 ASSESSMENT SPECIFICATION

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Programme:	DBA		
Module:	Advancing to Doctoral Research Stage		
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An Analysis of Parental Decision-Making and Market Optimisation in the Hong Kong STEM Education Industry

Table of content

- 1 An overview of the research proposal
- 2 Evaluation of the research proposal
- 3 The use of an alternative research design
- 4 Expected findings and results of the research

Global Significance of STEM Education

- 1 As technology becomes more prevalent, nations are promoting STEM to ensure future workforce competitiveness and economic growth
- 2 Demand for STEM skills is increasing worldwide



Hong Kong's Policy Focus on STEM

1

In line with the global trend, Hong Kong aims to develop skills aligned with long-term economic plans

2

The government is boosting STEM education policies to develop talent and meet industry needs



Research Objectives

Parental Choices

To understand factors influencing parental STEM activity choices.

Marketing Strategies

To recommend optimising marketing strategies to attract more students.

Key Concepts Analysed

Consumer Behaviour

Consumer behaviour, market segmentation, branding, pricing, relationships.

Decision Factors

Examines psychological, social, cultural and perceived value factors on choices.

Significance

1

Optimising STEM Education

Insights will guide optimising STEM education and supporting development goals.

2

Improving Programming

Identifying decision factors can improve programming, marketing and relationships.

3

Enhancing Enrollment

Findings and recommendations will enhance student enrollment.

4

Theoretical Understanding

Advances theoretical understanding of relevant topics.

Methodology Overview

1

Survey of Stakeholders

Mixed methods with surveys, interviews, case studies.

Phase 1 survey of 3,600+ stakeholders.

2

In-Depth Analysis

Phase 2 in-depth interviews and cases.

3

Pilot Testing

Pilot testing refines approaches.



Critically Evaluating the Research Proposal

Introduction & Background

1 Significance

Establishes significance of understanding parental STEM choices.

2 Contextual Relevance

Situating the problem within local context could strengthen relevance.

3 Unique Contributions

Complementing existing research reinforces unique contributions.



Research Aims & Objectives

Clear Aims

Aims of understanding factors and providing recommendations are clear.

Defined Scope

Objectives can be achieved but specifying micro vs macro levels defines scope.

Case Study Insights

Case studies provide insights but need to consider the selection criteria.

Literature Review

Theoretical Examination

Demonstrates comprehensive theoretical frameworks examination.

Empirical Studies

Including more empirical STEM choice studies strengthens gaps.

Local Significance

Assessing literature applicability to local context reinforces significance.

Methodology

1

Mixed Methods Design

Mixed methods design appropriately addresses exploratory and explanatory aims.

2

Sample Size Rationale

Sample size appears feasible but further rationale justifies school numbers.

3

Methodological Details

Response rates and interview details important to methodology section.

4

Selection Criteria

Case study selection criteria and result dissemination strategies needed.

Research Plan

1

Structured Timeline

Timeline is well structured over 24 months for tasks completion.

2

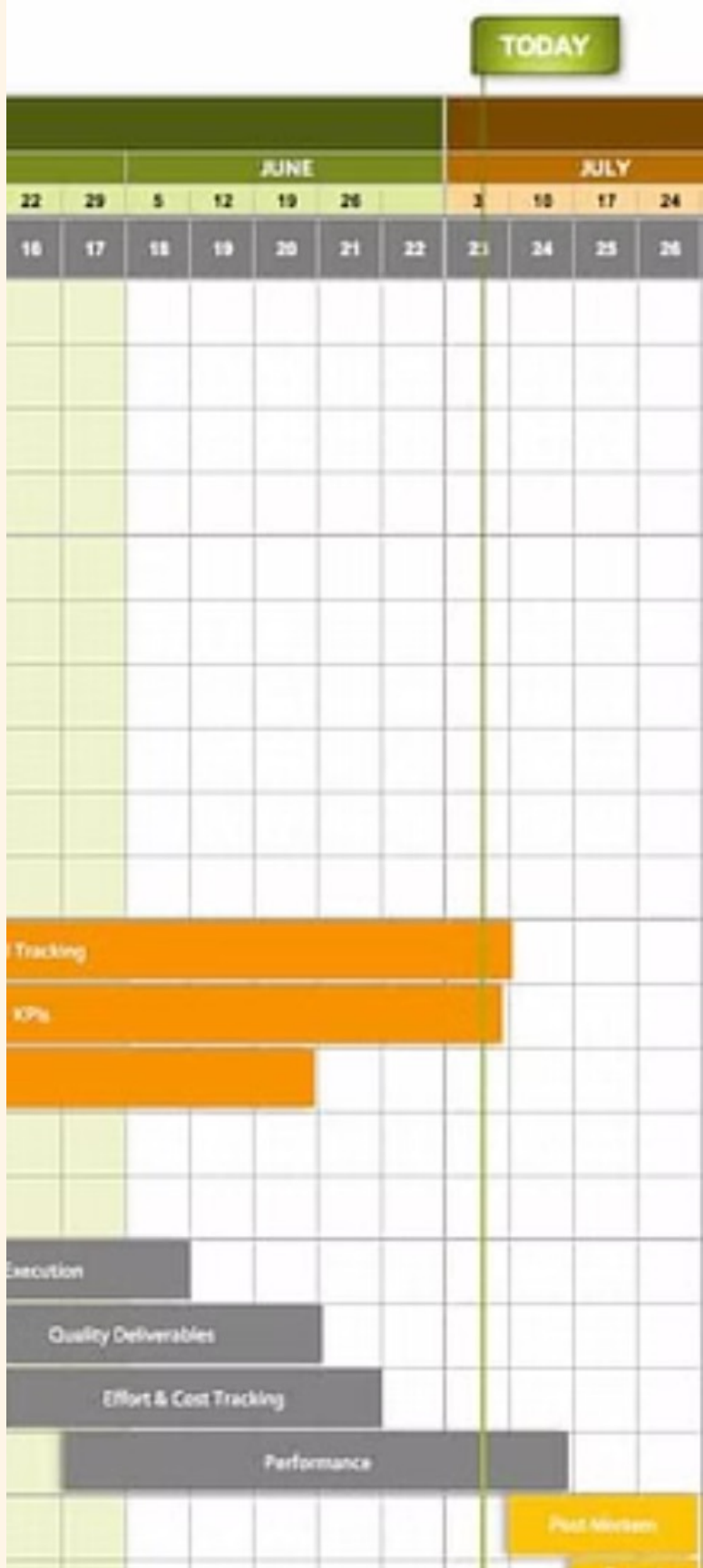
Clarity in Resources

More clarity in resourcing, support, and contingencies needed.

3

Stakeholder Engagement

Omitting stakeholder engagement and ethics timelines limits impact.



Overall Evaluation

Triangulated Design

Research design demonstrates strong potential with triangulated findings.

Optimisation

Refinements can optimise relevance, validity and implementation rigor.

Alternative Research Methods



Bridging Consumer Experiences through Case Studies

1 Parental Perspectives

Proposal excludes valuable parental perspectives revealed through lived experiences.

2 Case Studies

Incorporating 5-10 short case studies interviews and documentation enhances contextualization.

3 Triangulation

Triangulating with surveys and interviews strengthens impacts and substantiates outcomes.

4 Parental Engagement

Engaging parents as partners optimises outcomes attuned to end-user realities.

Response Rate Considerations

School Surveys

Sole reliance on school distributed surveys risks low prioritisation and passive dissemination.

Multi-Pronged Strategy

Multi-pronged strategy directly involving administrators, associations optimises promotion.

Enhancing Appeal

Shortening surveys, incentivising participation, and utilising social media enhances appeal.

Targeting Relevant Stakeholders

1

Teachers' Inclusion

Including teachers risks losing focus from parents as key decision-makers.

2

Streamlining Focus

Streamlining to parents and students optimizes resources on primary stakeholders.

3

Insights & Impact

Students provide contextual insights while parents directly impact activity selection.



Enhancing Knowledge, Practice and Management

Expected Outcomes – Descriptive Insights

1 Understanding Factors

Provides understanding of parental STEM decision-making factors.

2 Quantitative Profiles

Quantitative analysis profiles characteristics and relationships.

3 Motivations & Areas

Qualitative interviews uncover motivations and optimisation areas.

4 Key Influences

Triangulation identifies key influences through mixed methods.

Expected Outcomes – Satisfaction Framework



Expected Outcomes - Behaviour Framework

1

Parental Stages

Outlines parental stages from need recognition to repurchase.

2

Surveys & Perceptions

Surveys assess perceptions and awareness over time.

3

Mixed Methods Analysis

Framework examines evolving journey through mixed methods analysis.



Contributions to Theory – Strategy Map

Optimised Operations

Conceptualises optimised operations through empirical strategies.

Applicability

Connects findings to balanced scorecard for applicability.

Contributions to Theory – Quality Framework

Underrepresented Quality Aspects

Identifies underrepresented quality aspects from diverse views.

Statistical Dimensions

Statistically determines dimensions from quantitative analysis.

Model Expansion

Empirically expands established models.



Thank You