**RES/709 Research Outline**

# Christina McBee

# University of Phoenix

Research Conceptualization And Design

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**Proposed Dissertation Title**

1. **Program of Study** Business Management
2. **Problem Statement**

The problem is that corporations develop money saving initiatives that result in higher turnover and disgruntled customers.

In the many years that I have worked in the retail and corporate driven field, there is one thing that is certain. There will always be changes made to policies and procedures that will upset the environment that has just gotten adjusted to the changes from the previous year. Every year, it is the same rundown of initiatives.

The first is always the labor budget cut. This affects every piece of the business. As I begin to research all the facets of the decisions to make these cuts, I am hoping to see reasoning behind the company’s moves that will justify the pressure that it puts on stores and the staff in those stores. The second initiative is introducing new programs into the stores that create havoc on the staff and management. So, while cutting labor budgets, the corporation is introducing more time-consuming projects across the board.

1. **Purpose Statement**

**Provide** a statement of the objectives of the study from Week 4’s assignment.

1. **Research Question**

**State** the proposed research question from Week 5’s assignment.

1. **Methodology**

**Provide** a statement of the proposed method and briefly describe why the methodology is appropriate from Week 6’s assignment.

1. **Design**

**Provide** a statement of the proposed research design and why the design is appropriate from Week 7’s assignment.

1. **Framework**

**Describe** the theoretical or conceptual framework for your proposed study from Week 8.

1. **Significance of the Study**

**Provide** a statement of the significance or importance of your study: why the study is a unique approach to the problem to be investigated, potential benefit/benefactors from the proposed study, and the ways in which the study results might make an original contribution to your professional field.

# **References**

**Appendix A**

**Week 4**

Provide a summary paragraph that identifies changes to your problem statement based on faculty feedback and an explanation of how your purpose statement aligns with the problem statement.

**Appendix B**

**Week 5**

Provide a summary of how your research question aligns with your study’s purpose.