The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose



*By*

Abdul Mateen Siddiqi (Must be as per SSC)

CIIT/SP18-RBA-025/ISB

MBA Research Project

In

Marketing/Finance/HRM/Supply Chain

COMSATS University Islamabad

Islamabad Campus - Pakistan

Spring, 2019 (Project Registration Semester)

**COMSATS University Islamabad**

The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose

A Research Project presented to

COMSATS University Islamabad

In partiall fullfilment

Of the requirement of the degree of

MBA in Finance/Marketing/HRM/Supply Chain

By

Abdul Mateen Siddiqi (Must be as per SSC)

CIIT/SP18-RBA-025/ISB

Spring, 2019 (Project Registration Semester)

The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose

A Graduate research project submitted to the department of Management Sciences as partial fulfillment of the requirement for the award of Degree of MBA in Marketing/Finance/HRM/Supply Chain.

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Certificate of Approval

This is to certify that research work presented in this research report, entitled “The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose” was concluded by Abdul Mateen Siddiqi under the supervision of Dr. Abdul Qadeer Khan. No part of this research project has been submitted anywhere else for any other degree. This report is submitted to the Department of Management Sciences, COMSATS University Islamabad in the partial fulfillment of the requirement for the degree of MBA in the field of Finance/Marketing/HRM.

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**Author’s Declaration**

I, Abdul Mateen Siddiqi, bearing registration No. CIIT/SP18-RBA-025/ISB, hereby state that my research project titled “The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose” is my own work and has not been submitted previously by me for taking any degree from this university i.e. COMSATS University Islamabad or anywhere else in the country/world.

At any time if my statement is found to be incorrect even after I graduate the University has the right to withdraw my MBA degree.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Abdullah Arshad**CIIT/SP18-RBA-005/ISB

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I solemnly declare that research work presented in the research project titled “The dissertation title is your first opportunity to let the reader know what your dissertation is about” is solely my research work with no significant contribution from any other person. Small contribution or help wherever taken has been duly acknowledge and that complete research project has been written by me.

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Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Abdullah Arshad**CIIT/SP18-RBA-005/ISB

**DEDICATION**

This research work is dedicated to ………………………………………………………………………………………………………………………………………………………………………………………………………………………..

**ACKNOWLEDGEMENTS**

First of all,. Organizations are facing increased economical, technological and labor market challenges. In addition Organizations are facing increased economical, technological and labor market challenges. In addition Organizations are facing increased economical, technological and labor market challenges. In addition

**Abdul Mateen Siddiqi**

**CIIT/SP18-RBA-025/ISB**

**ABSTRACT**

The project title is your first opportunity to let the reader know what your research is about. Only few words to highlight the purpose

Organizations are facing increased economical, technological and labor market challenges. In addition,

**Keywords**: Organizations are facing increased economical, technological and labor market challenges. In addition

**TABLE OF CONTENTS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1.** | **Introduction ……………………………………………………...** | | | **01** |
|  | 1.1. | Overview of the Chapter ……………………..…………. | | 02 |
|  | 1.2. | Introduction of the Study ……………………..………… | | 02 |
|  | 1.3. | Background of the Problem ………………..…………… | | 05 |
|  | 1.4. | Problem Statement ………………………..…………….. | | 08 |
|  | 1.5. | Purpose of the Study ……………...……………..……… | | 10 |
|  | 1.6. | Research Aims, Methods, Objectives and Research Questions………………………………………………… | | 10 |
|  |  | 1.6.1. | Research Aims …………………….…………. | 10 |
|  |  | 1.6.2. | Research Objectives ……………………….…. | 11 |
|  |  | 1.6.3. | Research Questions ………………………….. | 12 |
|  | 1.7. | Significance of the Study ………………………..……… | | 14 |
| **2.** | **Literature Review ……………………………………………..** | | | **15** |
|  | 2.1. | Introduction ……………………………………………. | | 16 |
|  | 2.2. | Theoretical Orientation for the Study ….……………… | | 16 |
|  |  | 2.2.1. | Theory 1 …………………………..…………. | 17 |
|  |  | 2.2.2. | Theory 2 …………………………..…………. | 18 |
|  | 2.3. | Definition of Dependent Variable ……………………... | | 19 |
|  |  | 2.3.1. | Dimension 1 of Dependent Variable …………. | 23 |
|  |  | 2.3.2. | Dimension 2 of Dependent Variable …………. | 25 |
|  | 2.4. | Definition of Independent Variable ……………………... | | 27 |
|  |  | 2.4.1. | Dimension 1 of Dependent Variable …………. | 30 |
|  |  | 2.4.2. | Dimension 2 of Dependent Variable …………. | 31 |
|  | 2.5. | Definition of Other Variables ……………………............ | | 32 |
|  |  | 2.5.1. | Dimension 1 of Other Variable 1 ……………. | 33 |
|  |  | 2.5.2. | Dimension 2 of Other Variable 1 ……………. | 34 |
|  | 2.6. | Theoretical Framework …………………………..……... | | 35 |
|  | 2.7. | Conceptual Model ……………………………..………... | | 36 |
|  | 2.8. | Hypotheses Development …………………………….… | | 37 |
|  |  | 2.8.1. | Hypothesis 1 ……………………….…….….... | 38 |
|  |  | 2.8.2. | Hypothesis 2 ……………………….…….….... | 39 |
| **3.** | **Research Methodology ………………………………………….** | | | **40** |
|  | 3.1. | Introduction ……………………………………………. | | 41 |
|  | 3.2. | Research Methodology ………………………………… | | 42 |
|  |  | 3.2.1. | Research Philosophy ………………………… | 43 |
|  |  | 3.2.2. | Research Approach …………………………. | 43 |
|  |  | 3.2.3. | Methodological Choices ……………………. | 43 |
|  |  | 3.2.4. | Research Strategy …………………………… | 44 |
|  |  | 3.2.5. | Time Horizon …………………..…………... | 44 |
|  |  | 3.2.6. | The Purpose of the Research ……………..… | 44 |
|  | 3.3. | Industry Setting ………………………………………... | | 46 |
|  | 3.4. | Population ……………………………………………... | | 47 |
|  | 3.5. | Sampling ………………………………………………. | | 48 |
|  | 3.6. | Measurement and Scales ………………………………. | | 49 |
|  |  | 3.6.1. | Dependent Variable ………..….……..……… | 49 |
|  |  | 3.6.2. | Independent Variable ……………………….. | 49 |
|  |  | 3.6.3. | Other Variables …………………………….… | 49 |
|  | 3.7. | Data Collection …………………………...……………... | | 50 |
|  | 3.8. | Data Analysis ……………………….…………………. | | 51 |
|  |  | 3.8.1. | Structural Equation Modeling (SEM) ……..…. | 51 |
| **4** | **Data Analysis …………………………………………………….** | | | **141** |
|  | 4.1. | Introduction……..………………………………………. | | 142 |
|  | 4.2. | Evaluation of Underlying Assumptions of Multivariate Data………………………………………………………. | | 142 |
|  |  | 4.2.1. | Missing Value…..……………………………. | 142 |
|  |  | 4.2.2. | Collinearity ………………….………………. | 143 |
|  |  | 4.2.3. | Heteroscedasticity…………………..………. | 143 |
|  |  | 4.2.4. | Common Method Variance ………….………. | 143 |
|  | 4.3. | Respondents Profile ……………………..……………… | | 144 |
|  | 4.4. | Descriptive Statistics and Reliability of Measures …..…. | | 146 |
|  | 4.5. | Graphical Representation of Descriptive Statistics ……. | | 148 |
|  | 4.6. | Structural Equation Modeling ………….………………. | | 148 |
| **5.** | **Discussion ………………………………………………………...** | | | **178** |
|  | 5.1. | Summary ……………………...…………………………. | | 179 |
|  |  | 5.1.1. | Research Design ……………..………………. | 179 |
|  |  | 5.1.2. | Population and Sample……….………………. | 180 |
|  |  | 5.1.3. | Instrumentation ……………….……………… | 181 |
|  |  | 5.1.4. | Scale Reliability ……………….……………... | 181 |
|  | 5.2. | Findings …………………………..……………………... | | 181 |
|  | 5.3. | Discussions ………………………...……………………. | | 184 |
|  | 5.4. | Theoretical Contributions ……………………..………… | | 188 |
|  | 5.5. | Practical Implications …………………...………………. | | 189 |
|  | 5.6. | Limitations and Future Directions ………………………. | | 190 |
| **4.** | **Tentative Schedule of Your Dissertation ……………………...** | | | **60** |
| **References …………………………………………………………...** | | | | 61 |
| **Annexure-I: Questionnaire…………………………………………** | | | | 62 |
| **Annexure-II: Questionnaire…………………………………………** | | | | 63 |

**LIST OF FIGURES**

|  |  |  |
| --- | --- | --- |
| Fig 1.1. | Conceptual Model…………….…………………………. | 19 |
| Fig 2.1. | Multilevel Model Linking HR Systems and Firm Performance (Ostroff & Bowen, 2000) ……………….. | 37 |
| Fig 2.2. | Kolb’s (1984) Experiential Learning Styles ……………. | 45 |
| Fig 2.3. | Watkins and Marsick’s (1992) Informal and Incidental Learning Framework ………..…………………………. | 48 |
| Fig 2.4. | Cseh, Watkins and Marsick’s (1999) Informal and Incidental Learning Framework ………………………. | 49 |
| Fig 2.5. | Bennett’s (2012) Four-part Informal Learning Model …. | 51 |
| Fig 2.6. | Gibb’s (1988) reflective cycle………..………………… | 56 |

**LIST OF TABLES**

|  |  |  |
| --- | --- | --- |
| Table 3.1. | Summary of Research Process …………………………. | 115 |
| Table 3.2. | Summary of Responses (case wise) ………………….… | 123 |
| Table 3.3. | Features of Reflective Measurement Models ………....... | 134 |
| Table-3.4. | Main Guidelines/Rules of Thumb for Assessing Reflective Measurement Models………………...………. | 136 |
| Table 3.5. | Guiding principles for structural model evaluation...…… | 139 |

**CHAPTER 1**

**INTRODUCTION**

* 1. **Overview of the Chapter**

This chapter provides the foundation of this proposal by presenting a general introduction of the study (Section 1.2). It includes the background of the problem (Section 1.3), problem statement (Section 1.4), and purpose of the study (Section 1.5). The research aims, methods, objectives and questions are outlined in Section 1.6. The significance of the study is explained in Section 1.7 and theoretical framework is presented in Section 1.8. Section 1.9 provides summary of the thesis structure and organization. The terms are defined in Section 1.10 and Section 1.11 presents a summary of this chapter.

* 1. **Introduction of the Study**

It establishes the scope, context, and significance of the research being conducted by summarizing current understanding and background information about the topic, stating the purpose of the work in the form of the research problem supported by a hypothesis or a set of questions, explaining briefly the methodological...

* 1. **Background of the Problem**

The background information should indicate the root of the problem being studied, appropriate context of the problem in relation to theory, research, and/or practice, its scope, and the extent to which previous studies have successfully investigated the problem, noting, in particular, where gaps exist that your study ...

* 1. **Problem Statement**

A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. ... A simple and well-defined problem statement will be used by the project team to understand the problem and work toward developing a solution.

* 1. **Purpose of the Study**

The Purpose of the Study statement helps the subject assess the importance of the study relative to individual values. ... For example, “the purpose of this study is to compare the effectiveness of exercise A to exercise B as a method that can be used to increase quadriceps muscle” is acceptable.

* 1. **Research Aims, Methods, Objectives and Research Questions**
     1. **Research Aims**

It is often useful to consider your research questions in terms of aim(s) and objectives. The aim of the work, i.e. the overall purpose of the study, should be clearly and concisely defined. Aims: ... Address the long-term project outcomes, i.e. they should reflect the aspirations and expectations of the research topic.

* + 1. **Research Objectives**

In general, research objectives describe what we expect to achieve by a project. ... Research objectives may be linked with a hypothesis or used as a statement of purpose in a study that does not have a hypothesis.

* + 1. **Research Questions**

A research question is the fundamental core of a research project, study, or review of literature. It focuses the study, determines the methodology, and guides all stages of inquiry, analysis, and reporting.

* 1. **Significance of the Study**

Write the significance of the study by looking into the general contribution of your study, such as its importance to society as a whole, then proceed downwards—towards its contribution to individuals and that may include yourself as a ……………

**CHAPTER 2**

**LITERATURE REVIEW**

* 1. **Introduction**

Chapter 1 describes in detail the background to the problem being examined in this thesis and sets out the study aims and objectives. This chapter addresses the first research objective and provides the theoretical basis for the study. It covers the review of literature for …………………………

* 1. **Theoretical Orientation for the Study**

Many studies demonstrate that there is a positive relationship between ABC ad XYZ …………

* + 1. **Theory 1**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* + 1. **Theory 2**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* 1. **Definition of Human Resource Development**

A literature review or narrative review is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic…...

* + 1. **Dimension 1**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* + 1. **Dimension 2**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* 1. **Definition of Variable 2**

A literature review or narrative review is a type of review article. A literature review is a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic…...

* + 1. **Dimension 1 of Variable 2**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* + 1. **Dimension 2 of Variable 2**

In addition to ABC practices or system approach the theory of stakeholder theory, planned behavior, theory of reasoned action, social exchange theory, ……………

* 1. **Theoretical Framework**

The theoretical framework is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research problem under study exists.

* 1. **Conceptual Model**

A conceptual model is a representation of a system, made of the composition of concepts which are used to help people know, understand, or simulate a subject the model represents.

* 1. **Hypothesis Development**

The hypothesis is directly related to a theory but contains operationally defined variables and is in testable form. Hypotheses allow us to determine, through research, if our theory is correct………..

* + 1. **Hypothesis 1**

The hypothesis is directly related to a theory but contains operationally defined variables and is in testable form. Hypotheses allow us to determine, through research, if our theory is correct……….. Therefore, we hypothesize that:

***Hypothesis 1:*** *There is a direct, positive and significant relationship between ABC and XYZ.*

* + 1. **Hypothesis 2**

The hypothesis is directly related to a theory but contains operationally defined variables and is in testable form. Hypotheses allow us to determine, through research, if our theory is correct………..Therefore, we hypothesize that:

***Hypothesis 2:*** *There is a direct, positive and significant relationship between ABC and XYZ.*

**CHAPTER 3**

**RESEARCH METHODOLOGY**

# **Introduction**

The research design enables the researcher to logically and unambiguously address the problem statement through evidences. It is the logical and coherent integration of different components of study to ensure that the research problem is addressed affectively. It is a snapshot of activities like collection, measurement, analysis and reporting …………………………..

# **Research Methodology**

The relationships between the constructs are causal and the idea has been conceived in a process model. This study is …………………..

# **Research Philosophy/Paradigm**

The research paradigm is a set of beliefs and views that provide guidance to researcher or an investigation (Guba & Lincoln, 1994). It is human construction or principles that transact the researcher’s view about inquiry and results (Denzin & Lincoln, 2000). It defines the research philosophical orientation ……………………

# **Research Approach**

An approach to research is conscious scientific reasoning and different approaches are attached to different viewpoints/philosophies (Saunders et al., 2009). The two approaches namely; inductive and deductive are used in research for acquisition of new knowledge (Hyde, 2000). The third approach neither follows the pattern of pure deduction nor the pure induction and called abductive approach and considered as great advancement in science (Taylor et al., 2002). The decision at this level is strongly influenced by the decision made earlier while deciding objective, aim and limitation…………………

# **Methodological Choices**

The research choices include mono method, mixed method or multi-method. When using the single method, the choices could be quantitative or qualitative………………………………….

# **Research Strategy**

The research strategy is the researcher plans to conduct the research. The researcher can select from different approaches while making strategy. The available choices are case study research ……………………….

# **Time Horizon**

It is basically related to time for the research study in which the project is intended to complete. In literature two types of time framework were specified; the cross-sectional and the longitudinal study (Bryman, 2012)…………….

# **The purpose of the Research**

The purpose of this research is explanatory and is undertaken to explore the relationship between variable……………………..

# **Data Collection and Data Analysis**

The methodological approach guides the researcher about the data collection and analysis (Bryman, 2012). Reliability and Validity of the collected data at this stage contributes significantly to the study (Saunders et al., 2009). The decision regarding best fit of data and analysis is critical for research. Despite of approach used to collect the data, it is categorized in two types; primary and secondary data. In current study we have collected the primary data through self-administered questionnaire………………..

# **Industry Setting**

Industry refers to the commercial production and sale of goods. Industrial companies make tangible items to sell to the public, government or other entities. They create products where no product existed through manufacturing processes………….

# **Population**

A population is the number of living things that live together in the same place. A city's population is the number of people living in that city. These people are called inhabitants or residents………………….

# **Sampling**

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed but may include simple random sampling or systematic sampling…………..

# **Measurement and Scales**

The study used self-administered questionnaire to test the impact of ABC onXYZ……………………………………………….

# **Dependent Variable 1111**

The scale consists of 4-item which measures the extent to which …………………

# **Dependent Variable 1111**

The scale consists of 4-item which measures the extent to which …………………

# **Other Variablesssssssss**

The scale consists of 4-item which measures the extent to which …………………

# **Data Collection**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes…………..

# **Data Analysis**

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making………….

# **Structural Equation Modeling**

Structural equation modeling is a form of causal modeling that includes a diverse set of mathematical models, computer algorithms, and statistical methods that fit networks of constructs to data. SEM includes confirmatory factor analysis, path analysis, partial least squares path modeling, and latent growth modeling…………

**CHAPTER 4**

**DATA ANALYSIS**

**CHAPTER 5**

**DATA ANALYSIS**

**REFERENCES (APA Style)**

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**Annexure-I**

**Annexure-II**