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Course: Methodology of Graduation Thesis Preparation.

Lecture 06

Importance, Objectives, and Justifications for Topic Selection

Introduction:

After formulating the research problem and hypotheses, the researcher must clarify the value of the study, what it aims to achieve, and why this specific topic was chosen. These elements provide the logical foundation and the scientific justification for the research.

Importance of the Research:

The Importance of the Research highlights the value, significance, and potential contributions of the study to both theory and practice.

1. Why do we define the Importance of Research?

- To Justify the Study: It convinces readers that the research is worth conducting.
- To Highlight the Knowledge Gap: It shows how the study fills a specific void in existing literature.
- To Demonstrate Practical Utility: It explains how organizations or society can benefit from the findings.

2. Types of Research Importance

- **Theoretical Importance (Scientific):** Relates to the contribution to existing knowledge, theories, and academic literature.

Example: This study contributes to the literature on Digital Transformation by examining its impact on organizational performance within modern organizations.

- **Practical Importance (Applied):** Relates to the real-world application of the results for managers, policymakers, or organizations.

Example: The findings will help managers and organizations better understand how digital transformation initiatives can enhance employee performance and improve overall organizational efficiency.

Objectives of the Research:

The Objectives of the Research are the specific goals or outcomes the researcher intends to achieve by the end of the study.

1. Why do we set Research Objectives?

- To Focus the Research: They prevent the researcher from drifting into irrelevant topics.
- To Provide a Roadmap: They guide the data collection and analysis phases.
- To Measure Success: They serve as criteria to evaluate whether the research has fulfilled its purpose.

2. Characteristics of Good Objectives

- Specific: Clearly defined and focused.
- Measurable: Can be evaluated using data.
- Achievable: Realistic within the available resources.
- Relevant: Directly linked to the research problem.
- Time-bound: Can be completed within the study's timeframe.

Justifications for Topic Selection:

Justifications explain the specific reasons that led the researcher to choose this particular topic over others.

1. Subjective Justifications (Personal)

- Researcher’s Interest: Personal passion or curiosity about the topic.
- Professional Experience: Practical insights gained from the researcher's workplace.
- Academic Specialization: Alignment with the researcher's field of study.

2. Objective Justifications (Scientific/External)

- Problem Relevance: The topic addresses a pressing real-world challenge.

- Scarcity of Previous Studies: Lack of sufficient research on the topic in a specific context.
- Availability of Data: Access to necessary information and participants.
- Technological or Social Changes: New trends that require scientific investigation (e.g., AI in management).

Example of Research Objectives:

- To analyze the relationship between digital transformation and organizational performance.
- To identify the main digital tools used within the organization.
- To evaluate how digital transformation influences employee productivity.

Lecture 07

Defining the Conceptual, Spatial, and Temporal Boundaries of Scientific Research

Introduction

A scientific study cannot cover all aspects of a phenomenon across all times and places. Therefore, the researcher must define the Boundaries of the Research to ensure the study is focused, realistic, and manageable.

Types of Research Boundaries:

1. Conceptual (Subject) Boundaries

These boundaries define the specific variables, concepts, and dimensions that the study will cover by identifying the exact scope of the research topic and excluding irrelevant aspects.

Example: If the study is about "Employee Motivation," the researcher may limit it to "Financial Motivation" and exclude "Non-financial Motivation."

2. Spatial (Geographical) Boundaries

These boundaries define the physical or institutional location where the study will be conducted by specifying the organization, city, region, or country in which the research takes place.

Example: "This study is conducted within the Algerian Telecommunications Company (Mobilis) in the Biskra branch."

3. Temporal (Time) Boundaries

These boundaries define the time period covered by the study by specifying the duration of the phenomenon being studied or the period of data collection.

Example: "The study covers the period from January 2023 to December 2024."

Why do we define Research Boundaries?

Defining boundaries is not a limitation but a scientific necessity for several reasons:

1. Feasibility and Manageability

To Ensure Completion: It ensures the research can be finished within the available time and budget, and prevents the researcher from trying to solve "everything" and failing to solve "anything."

2. Precision and Depth

To Maintain Focus: It keeps the researcher focused on the core problem without drifting into side topics. A narrow, well-defined scope allows for a deeper and more accurate analysis of the data.

3. Defining the Scope of Generalization

To Inform the Reader: It tells the reader exactly where and when the results are applicable, and clarifies that the findings may not be valid in different contexts or time periods.

4. Scientific Integrity and Accountability

To Clarify the Scope: It explicitly states what the researcher has covered and what was intentionally left out, it provides a clear starting point for other researchers to study the aspects that were excluded.