

Business Research Project

Student's Name

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In carrying out a business, there may arise a number of challenges that may bring the management to a decision making point. Several challenges experienced in a business may be avoided if corrective measures are taken to ensure that these challenges are not experienced in the future. One of the most common methods used to do this is carrying out a business research project in relations to the challenges faced by the business (William Trochim, 2015). This paper would look at a business research project that was carried out by the shoe manufacturing industry in U.S. with an aim of coming up with a better way of obtaining inputs required in making different types of shoes such as leather, rubber, plastic, among others that are of high quality in order to ensure that their products are of the best quality in the market place with an aim of competing in a more competitive manner.

In the industry's business research project, there were key things that were identified that were the drivers of carrying out the research project. The main thing was to increase sales and this would be done through customer satisfaction. The customers would be best satisfied if and only if the products are of high quality and at the same time they should be sold at fair prices. As such, the company in its research project put forward the objective of finding out how to obtain quality resources at cheaper prices in order to provide quality goods at fair prices.

Having realized what to act upon, the industry came up with a strategy of coming up with small industries that would be in charge of collecting the necessary resources directly from their producers without use of intermediaries with a bid to evade the cost associated with activities involving intermediaries. Having industries that obtain resources directly from the source would also be of great benefit as this would ensure that the resources are of the best quality. In addition to these, the company identified their strong point at the marketplace and one of the things that

emerged in the research is that men's footwear has the highest demand and thus was the main source of revenue or in other words brought more revenue with 52.2% of the total revenue being realized from it. As such, the industry opted to ensure that they give the men's footwear section more concentration in terms of creating more products in relations to them and at the same time style up the others i.e. women and children footwear so as to increase sale in this sections as well.

According to this business research project, the adoption of the stated measures is considered to be pivotal to the industries domination in the market both locally and internationally. The above stated measures would ensure that the industry attains its objective of providing quality goods to the consumers and at the same time providing them at prices that are fair and as such it would be dominant in the market place.

Unethical Practices to be Avoided

In carrying out a business research project like the one above, it is of great essence to ensure that ethics are highly maintained so as the project can be attainable if it were to be implemented. Some of the most essential ethical principles to be considered include honesty, objectivity, integrity, carefulness, among others (Enzo Frigenti, 2005). Individuals may be involved in unethical research practices so as to make their research project be convincing and in the real sense there is nothing that may be achieved if it were to be put into implementation. Some of the unethical research practices that should be avoided include the following;

- Use of inappropriate techniques in statistics with the aim of improving the significance of the research.

- Elongating the truth on endowment application so as to be convincing to the reviewers in regards to the project having significant importance to the field.
- Failure in keeping good research records.
- Incompetence and not being careful enough when carrying out the research in terms of data collection among others.

Effects of Unethical Research Behaviours

Unethical research behaviours may have a negative impact to the organization or industry in this case if it were to implement a project that has no grounds on the information provided. A research project may have identified a projection in increase in profits and the industry having in mind that it would get high profits at the end of implementing the project would thus fully invest into the project. If there were unethical practices during the research of the project, the project would be a total failure and this means that the industry would make big losses and might even fall. This impact the society as people would lose jobs and thus they would not have a source of income once the industry is dissolved. The individual responsible for creating the project may be taken to court and be punished for their actions and as such this is a negative effect to them and also their reputation is destroyed.

Monitoring Unethical Behaviour

The best way of ensuring that unethical behaviour in research are avoided is by ensuring that proper resources and channels are used in obtaining information as well as reviewing the research project and looking at the reality behind it before presenting it out.

In conclusion, business research projects are important factors to organization and as such, it is of essence to ensure that one is very keen in developing a research project.

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References

1. Enzo Frigenti, C. (2005). *Practice of Project Management*, London: Kogan Page Publishers.
2. William Trochim, D. (2015). *Research Methods: The Essential Knowledge Base`*. London: Cengage Learning

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