



National Cheng Kung University

Institute of International Management

Qualitative Research Methods

Research Proposal Part 1

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Submitted by:

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I. Topic: Meaning of Work: Expats in Buxiban compared to Local Workers

Practical problem or issue

Brief Background

There has been some research done in how cultural differences effect the value of work (Schwartz 1999, Elizur, Borg, Hunt and Beck 1991), and we would more specifically like to approach the Taiwanese work environment and compare local workers with expats. There seems to be a lack of research that differentiates how educators value their work. Our topic scope will focus on buxibans in Taiwan and the employees within them.

What is the meaning of work?
Cultural perspective - but this is of expatriates (what are they?) in another work setting.
Too big
You need to explain each idea i.e.,
MOW
Culture
Expatriates
Expatriate MOW in their new cultural setting
More theory needed for this

III. Definition of Terms

Where do these come from?

- *Work* – the occupation for which you are paid to sustain livelihood.
- *Expats* – people who have decided to move away from their native country to get a job and adopt a new residence abroad.
- *Buxiban* – are schools meant to give extra-curricular education in any field to give a student's knowledge and to prepare them for examinations in the subjects they study.
- *Local Workers* – a worker native to the country or place of work.

The topic of work and value of work is quite broad, so we will focus on finding differences in perception of work between expats and local workers in Taiwan. Perception of the value of work may also correlate to job satisfaction. The difference may even show why expats choose to expatriate to Taiwan. There are many possible occupations, so we chose to narrow the scope to that of buxibans in order to make research feasible.

Later

Also, the cram school industry, particularly that of English cram schools, is saturated with expats workers thus making interviewees more accessible. We can also explore more deeply how educators feel about the value of their work and whether this value is what keeps them in their jobs or if there are other factors.

To evaluate our question, we will interview various workers at different buxibans. We are not sure the exact number as of yet, but approximately 10 different schools. From each school we can interview 3 to 4 various employees in various positions in the school, including at least one expatriate.

Research questions or objectives - what are these?

Method?
What is your method?

Questions:

1. How do you decide to do the job that you do now?

- What other opportunities do you have to earn money in Taiwan?
- How does the work benefit you personally?

- Do the jobs benefits extend beyond yourself?
- If so, who does it benefit and in what way?
- In doing your job, what is the most valuable thing, experience or feeling that comes from it? What is the most challenging part for you?
- What are the similarities or differences in the working style between Taiwan and your home country?
- How does your job in Taiwan differ to that of the same occupation in your home country?

Other parts e.g, timescales, costs

Headings?

Lalita A. Manrai, Ajay K. Manrai, (1995) Effects of cultural-context, gender, and acculturation on perceptions of work versus social/leisure time usage, *Journal of Business Research*, Volume 32, Issue 2, Pages 115-128, ISSN 0148-2963, 10.1016/0148-2963(94)00034-C.(<http://www.sciencedirect.com/science/article/pii/014829639400034C>)

Tracey J. ; Tannenbaum S.; Kavanagh M., (1995) Applying trained skills on the job: The importance of the work environment. *Journal of Applied Psychology*, Vol 80(2) , 239-252.

Schwartz S. H.,(1999) A Theory of Cultural Values and Some Implications for Work, *Journal of Applied Psychology*, Volume 48, Issue 1, pages 23–47, DOI: 10.1111/j.1464-0597.1999.tb00047.x

Knippenberg D. and Schippers M., Work Group Diversity,(2007) *Annual Review of Psychology* Vol. 58: 515-541 DOI:10.1146/annurev.psych.58.110405.085546

Elizur D., Borg I., Hunt R. and Beck I., (1991) The structure of work values: A cross cultural comparison, *Journal of Organizational Behavior*, Volume 12, Issue 1, pages 21–38, DOI: 10.1002/job.4030120103

Dear IIMBA friends, I would like to express my sincerest gratitude for all your support. Giving your votes for me means putting a lot of trust to my leadership. I am deeply honored, and I remain grateful. May I express all my thanks through working hard for the success of the current student council and bringing

and for bringing the diverse IIMBA community into one united “second-home” away from home. This will be a wonderful journey! In behalf of all the newly-elected council members, we thank you and we would like to ask for your continuous support as we

There are a lot of words to say, yet I remain I will not let you down my friends. Tonight marks the night of a new start for the newly-elected council officers. Please continue to support us with all our activities

FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	RAPS		
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%
Comments			
<p>The start is promising in your report but it needs to do more:</p> <ul style="list-style-type: none"> - Build up a line of logic towards your research questions. Think of the point in class – a critical review of the literature. Here, at least key points need to be covered that motivate the direction of your work – see my comments. - Questions / Objectives – these are not given. These are critical. In the first class I explained how we can assess research (questions, method, findings, outcomes – as coherent) – so without questions your work is not credible. - Method – what is the method? The book describes methodology (our approach to research) and method (e.g., interviews, observation). This is not covered and there isn't even the mention of the word 'interview'! - What about other sections e.g., timescales, costs? <p>There is a little bit of promise at the start of the proposal but it quick disappoints. I'm sure this is not your best work. It also leaves you without a focus (questions) and so a lack of clarity about how to progress (e.g., interviews (?)) – what questions follow from the questions?</p>			
Grade: 60%			