

Framing Research Questions & Reviewing Literature

Transforming business challenges into actionable research questions through systematic literature review and strategic inquiry design.





From Topic to Question

The foundation of successful business research lies in crafting precise, actionable questions that align with organizational needs and drive meaningful insights.

Characteristics of Good Research Questions

Specific & Focused

Clear scope that avoids ambiguity and enables targeted investigation with measurable outcomes.

Relevant & Timely

Addresses current business challenges and provides value to organizational decision-making processes.

Feasible & Realistic

Can be answered within available resources, time constraints, and methodological capabilities.

Actionable Results

Generates insights that can inform strategic decisions and drive meaningful business improvements.

Aligning Research with Business Needs

Managerial Perspective

- Strategic decision support
- Performance optimization
- Risk assessment and mitigation
- Market opportunity identification

Research questions must directly connect to organizational priorities and provide actionable intelligence for leadership teams.



Business Impact

Effective research questions bridge the gap between academic inquiry and practical business applications, ensuring findings translate into competitive advantage.



Literature Review

Building a comprehensive foundation of existing knowledge to inform and strengthen your research approach.

Purpose of Reviewing Literature

01

Knowledge Foundation

Establish comprehensive understanding of existing research, theories, and findings in your field of inquiry.

03

Methodology Insights

Learn from successful approaches and avoid pitfalls identified in previous studies and research efforts.

02

Gap Identification

Discover unexplored areas, contradictions, or limitations in current research that your study can address.

04

Credibility Building

Demonstrate thorough preparation and scholarly rigor to stakeholders and research audiences.

Essential Literature Sources



Academic Journals

Peer-reviewed articles providing rigorous research findings, theoretical frameworks, and empirical evidence from leading scholars in your field.



Industry Reports

Market research, trend analysis, and sector-specific insights from consulting firms, trade associations, and research organizations.



Expert Opinion

Thought leadership articles, conference presentations, and professional commentary from recognized industry authorities and practitioners.

Literature Review Techniques

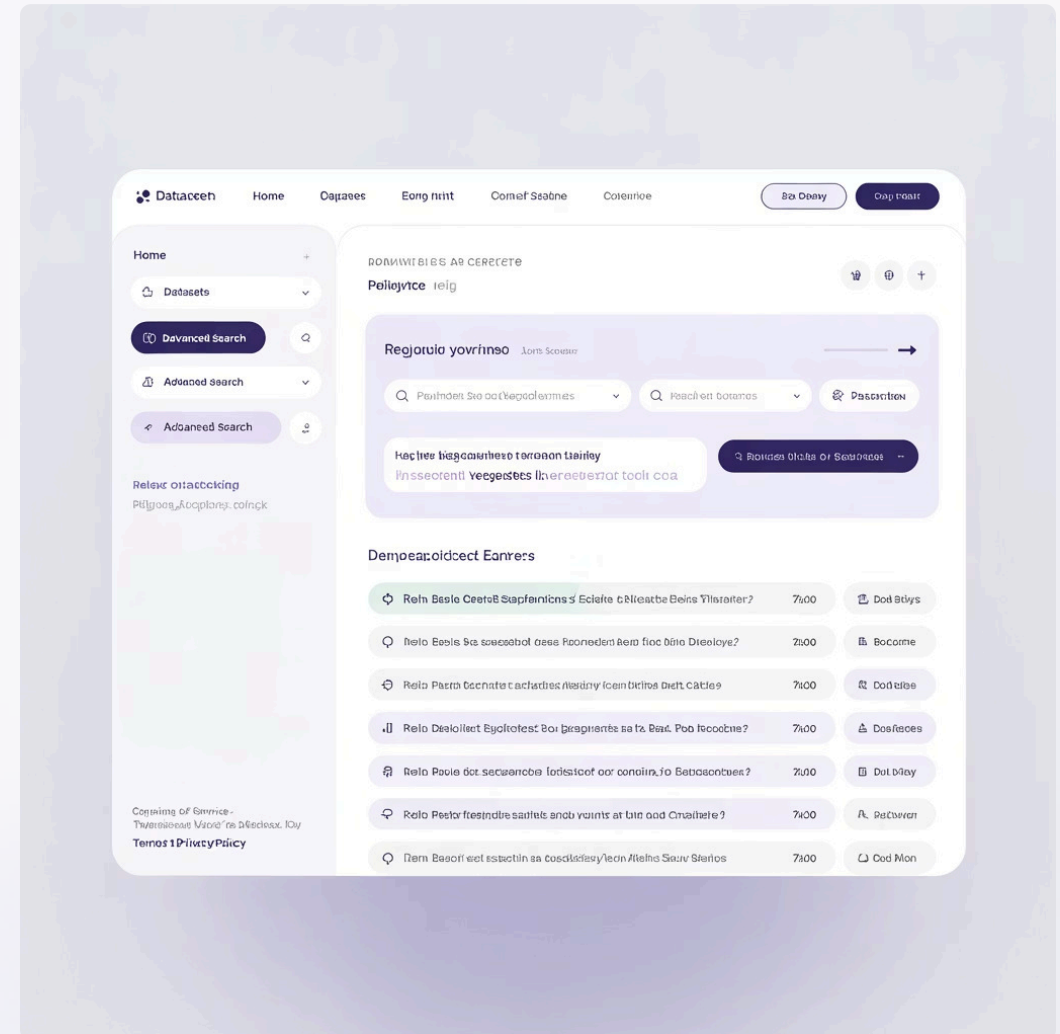
Search Strategies

Keyword Searches

Develop comprehensive lists of relevant terms, synonyms, and industry-specific language to maximize search effectiveness.

Boolean Operators

Use AND, OR, NOT operators to refine searches and combine multiple concepts for precise results.



Review Approaches

Critical Reviews: Analyze, synthesize, and evaluate sources to identify patterns, contradictions, and research gaps.

Descriptive Reviews: Summarize existing knowledge without extensive analysis or interpretation of findings.



Research Question Development Activity



Draft Your Question

Create a focused research question that addresses a specific business challenge or opportunity within your organization or industry.



Source Identification

Locate three relevant sources: one academic journal article, one industry report, and one expert opinion piece related to your question.



Quality Assessment

Evaluate each source for credibility, relevance, and potential contribution to your research understanding and methodology.

Ready to Research

Transform your business challenges into compelling research questions backed by comprehensive literature review.

Next Steps

Apply these frameworks to develop robust research questions that drive meaningful business insights and strategic decision-making.

