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# **SAMPLE PROPOSAL**

**CHALLENGES OF COMMERCIALIZATION OF  
TECHNOLOGY IN BUSINE**



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## **Introduction**

Technological advancement is an integral part of retail industry to conduct business and maintain customer base. In case of Australian retail sector, technological development has been prudent witnessed by different type of organizations. This research proposal has been based on commercialisation of those technologies that are being using and applying by retail companies. According to this research proposal, research will be based on secondary research and moreover, depends upon literatures that frame effect of technical commercialisation in Australian retail sector. Along with that, this proposal has also included budgeting of project and its proper justification into organizational research operation.

## **Research Problem Statement, Aim and Objective**

### **Problem Statement:**

Technical advancement in business houses play role both effectively and adversely. This research proposal has been formulated under observation of researcher to make effective frame for those effectiveness and disadvantages of technology and its commercialization. Problem statement of this research proposal can be referred to challenges and threats of commercialization of technology in Business. Due to technical advancement and its implication into organisational operation, work efficiency, time management and accuracy have been performed by machines into an effective manner (Do *et al.* 2018). This prudency has been signified more precisely into supply management and production management. Thus, importances of employees who have performed their jobs onto those operations to continue their



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livelihood are witnessing threat to lose their job. On the other hand, operators of certain organisations also depend upon technologies that do not required remuneration or any retention policy.

### **Aim of research:**

Aim of this research is to evaluate effect of technical commercialisation in Australian retail industry. There is both positive and negative effect of technical advancement of commercialisation on retail sector of Australian commercial market.

### **Objective:**

- To evaluate significant impact of technical advancement in Australian market.
- To understand variables of technical understandings that play major role into company operations.
- To make prominent framework of technical advancements and its need.
- To evaluate effect of technical advancement in market operation policy followed by retail organisations of Australia.
- To understand impact of this commercialisation of technology on employee retention policy, followed by Australian retail companies.

## **Project Justification and Potential Output**

### **Project Justification**

This research has been focused upon evaluation of organisational behaviour that makes challenges and threats to employee policy and business operation of an organisation due to commercialisation of technology. Technology is needed for modern day's business operation and

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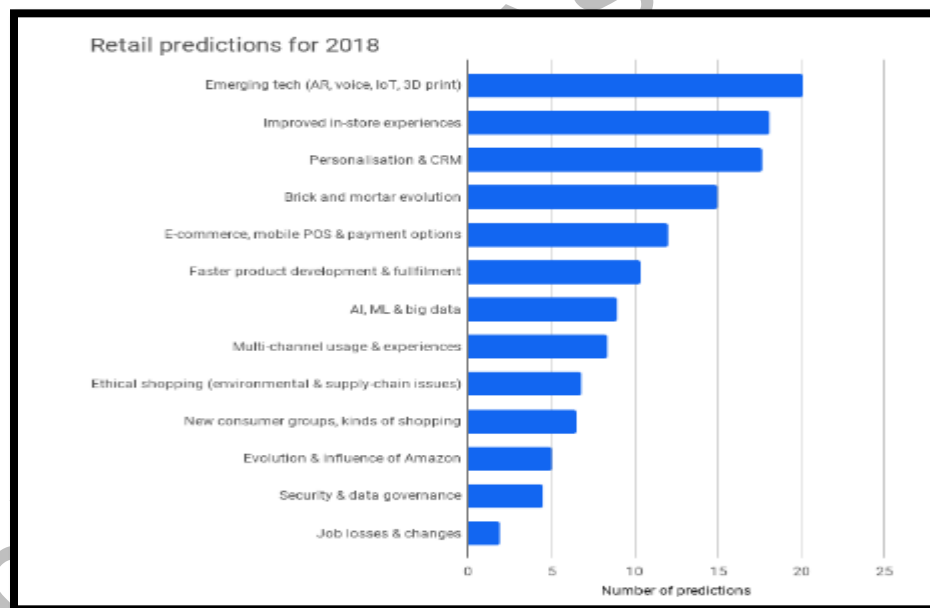
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it is similarly significant for business houses. However, there are some demerits and challenges that are being faced by Australian market (Flammini *et al.* 2017). Therefore, it is significant for Australian officials to understand points of threats and challenges and to take necessary steps according to that. On the other hand, it can be stated that, this research will also include effectiveness in business expansion and profit generation process that are needed for Australian retail organisations. In the global field of competitive advancement, it is significant for an organisation to insulate technology into their business operation. Organisations that operate business in retail sector must focus onto their supply chain management and production departmental process.



**Figure 1: Retail predictions from 2018**

(Source: Lee, 2017)

In order to discuss effectiveness, researcher has focused onto portrait time management, cost effectiveness, accuracy and multitasking. These four tasks help operators to gain adequate profit

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and desired expansion of business in a proper time frame. This also helps operators to save remuneration and retention policies to maintain their employee base. It makes significance over employee base and employment rate of Australia (Johnston & Egan, 2016). It is prominent that a company must choose method that help organization to produce effective quality materials with accuracy and proper time frame. Technical advancements have drawn this quit net into business operation and induce less importance on manual forces. Thus, retail operators in Australian focus onto that. In this regard, it also can be said that operators maintain chances of accident due to technical failure and operational harm.

### **Potential Output**

Potential outputs that can be drawn by this research have been segregated into two parts. According to problem statement, this research is liable to frame challenges of technical commercialisation on Australian retail sector. Thus, officials who provide attention on technical advancements into their business operation have witnessed these variables as a part of their modified operation. These variables can be mentioned as positive and negative impact that helps to generate revenue and business expansion along with adversely affect onto employee base of chosen organisations. After conduction of this research, it will be find out reasons of challenges and ways to mitigate that challenges due to commercialization of technology (Lawrence, 2016). In order to discuss positive impact, operator's revenue generation process and business expansion has been mentioned by this research. Technical advancements help three departments of retail organisation; supply, production and market observation. Both hardware and software skills are to be included into this research proposal. Hardware skills are being measured as machinery that plays vital role into their supply management, packaging and production wing. In

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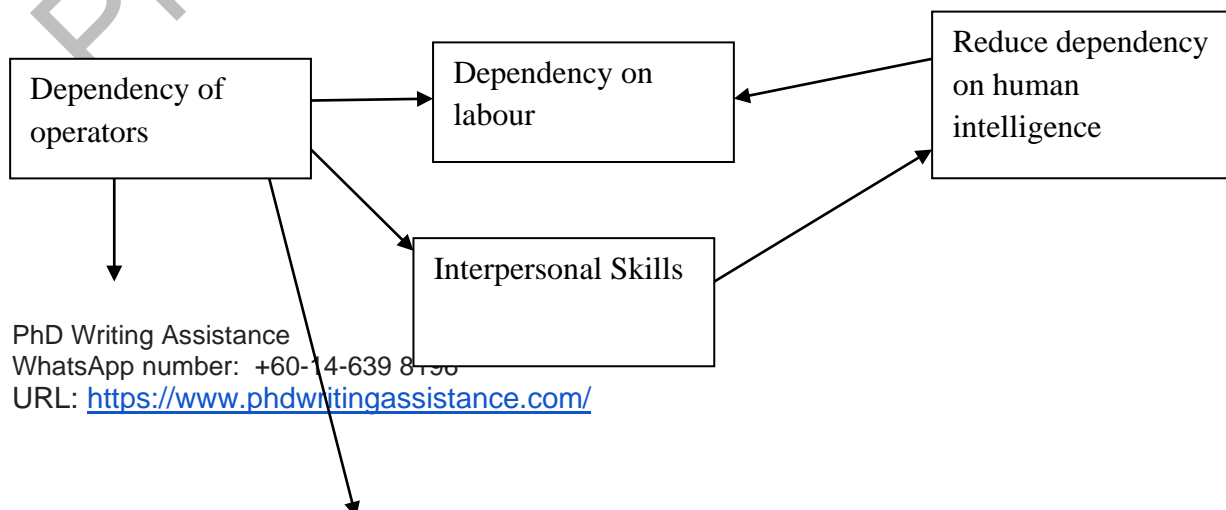


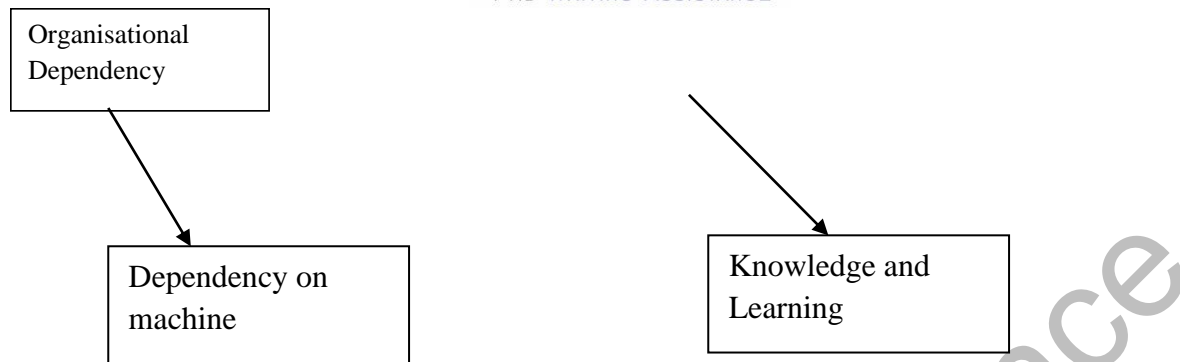
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relevance to production, it has been witnessed that, many retail organisations that conduct business in Australian market, produce both light and heavy industries. In heavy industries that include large scale of electronic and engineering goods are being manufactured by machines (Mazzarol & Clark, 2016). On the other hand, software skills are needed for maintaining their stocks and warehouse management, it also helps operators to make note about demand and production ratio. It is significant for a business how to observe market and make effective policy of business. Software development helps operators to understand changing trend of market and business policies according to customer retention. Different data analysis tools that are based on technical development and operation has also helps operators to get effective market forecast and pricing strategy. On the other hand, these trends are liable to reduce organisational dependency upon their employee base. Machines can play their role more accurately than human labour and it does not need any proper working slot. Thus, it has been framed as a major threat due to commercialisation of technology into organizational operation of retail industries in Australia.

## Conceptual Framework and Literature review

In order to discuss and analyse conceptual framework, researcher has significantly measured all the aspects and discussed themes of this framework into narrative manner.





**Figure 2: Conceptual Framework**

(Source: Do *et al.* 2018)

**Organisational Dependency:**

Due to technical development and its commercialisation process into business operation, organisational operators follow paths that can induce profit generating operation and business expansion. It is prudent that machines perform more accurately than human performance.

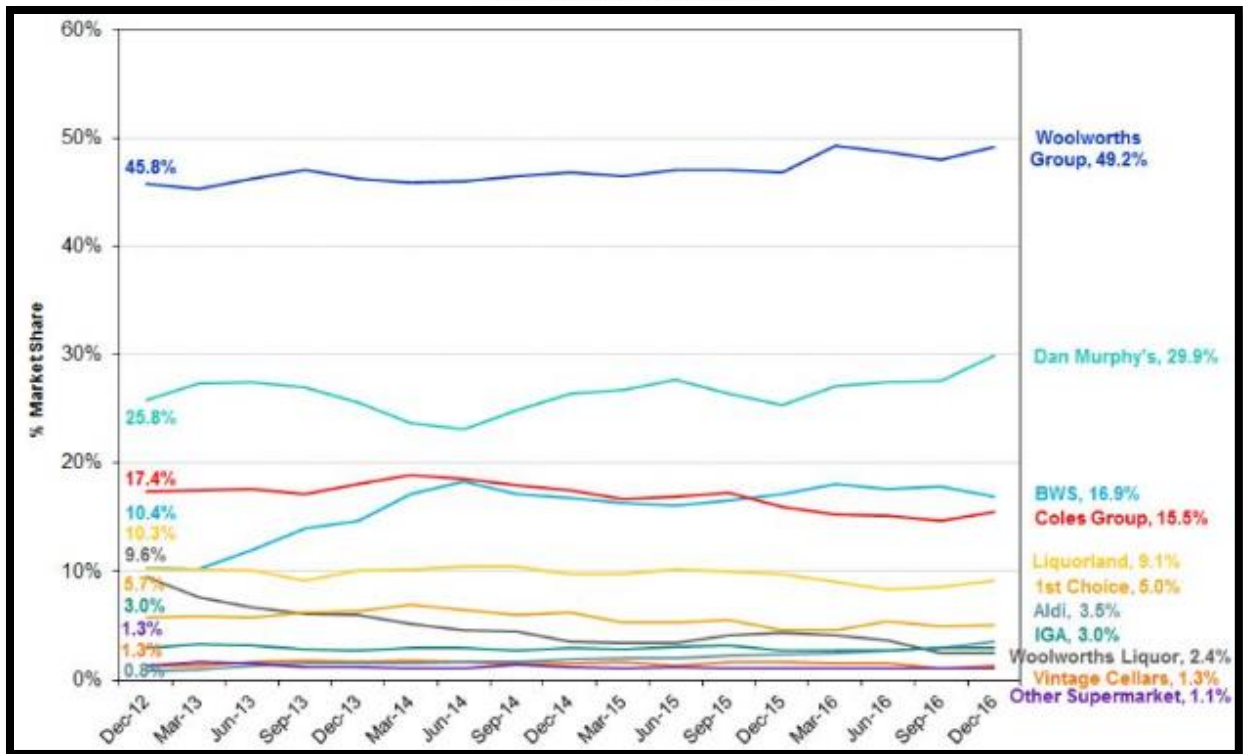
**Reduce dependency on human intelligence:**

Technical development also insulates use of soft skills that are being based on Artificial intelligence. Artificial intelligence induces multitasking skills and time management more effectively than employees (Muhos *et al.* 2017). Thus, operators depend more on these intelligence than human capability. As a result of pursuing this mentality by company operators, job opportunities are reducing and high competition has been witnessed into Australian market.





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**Figure 3: Impact of Australian Retail Market**

(Source: Mazzarol, 2016)

### Interpersonal skills

Technical development enhances interpersonal skills of employees that are responsible to drive these machines. In order to maintain these key skills, retail operators in Australia provide effective training to their employees for maintaining machines. Due to absence of interpersonal skills, organizational learning procedure from veteran employers is being vanquished and it will harm employee capability by reducing it.

### Knowledge and Learning:

Knowledge of employees that perform job into retail organisations in Australia, are being provided two types of knowledge and learning tool. One is training and development programme

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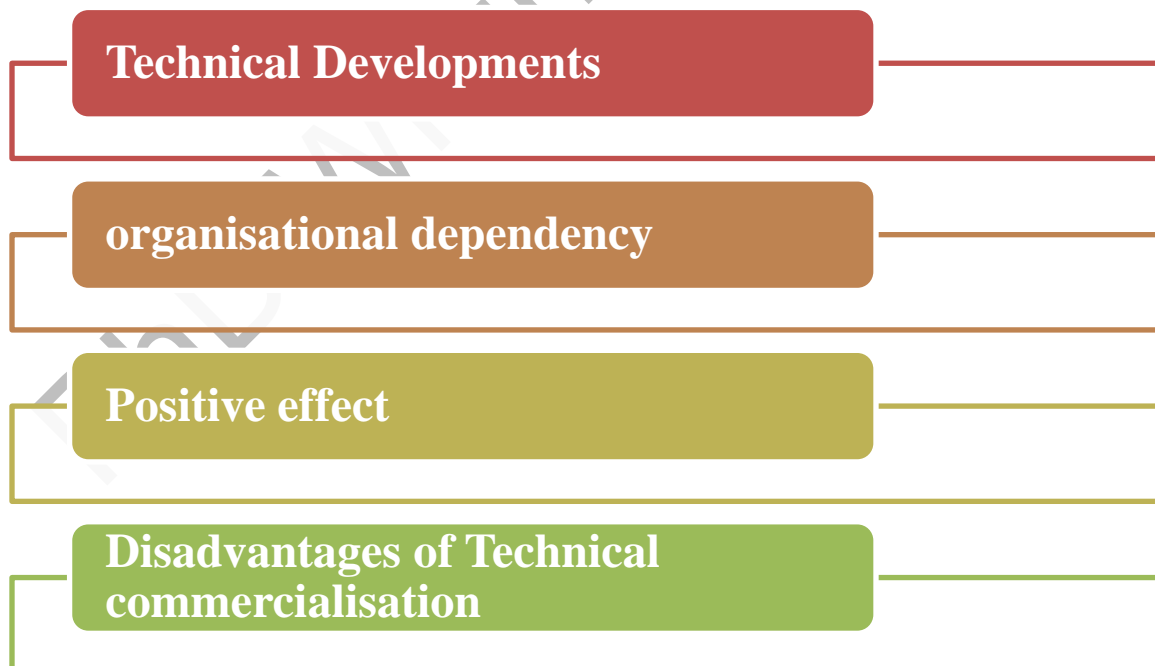


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that has been formulated by operators. Other is self learning tools that have been formulated by effective communication (Quin *et al.* 2017). Operators provide effective training to their employees to make proper usage of those machines. However, due to less dependency upon employee performance, self learning tools and techniques have not been properly induced by employees.

### **Literature Review:**

A proper literature review is need for research connection and operation. In this regard, researcher can follow different theories and concepts under thematic analysis to frame challenges due to technical commercialisation on retail organisations that operate business in Australian market. Literature review portion of this research proposal has prescribed different thematic analysis to understand proper acceleration of challenges.





#### **Figure 4: Thematically Analysis**

(Source: Roos & O’connor, 2015)

#### **Role of technical developments in prominence of retail business**

Technical developments play key role of retail business organisations in Australian market. In order to understand those factors, researcher will follow different organisations like; *Woolworths, Temple & Webster, Kogan, the Iconic* etc. This technical advancements include both hardware and software technologies. Hardware technologies help operators to make effective product generation and multitasking. This technology mainly emphasises upon supply management and production department. On the other hand, store and warehouse management are being performed software skills and robotics. Software skills have also been introduced into business tasks like market observation, company policy and future forecast of market (Scott-Kemmis, 2018). In case of heavy electronic production, most of these companies depend upon their technology rather than human efficiency. Many retail shops depend upon their technology to get customer feedback and customer communication. By these advancements, customers can provide impact and suggestion to improve organisational operations. Operators follow *Morgan and Hunt’s Commitment-trust Theory* and induces these technologies as a part of their business communication and employee satisfaction. This theory emphasizes upon maintain effective policies of customer satisfaction that can be helpful for organisational operators to maintain and increase their revenue generation and business expansion.

#### **Effect of organisational dependency on technology**

Technical development effects on versatility of organizational dependency that have been proclaimed by operators. It has been mentioned earlier that organisations depends upon those

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measurements that can proved to be helpful for operators in case of gathering profitable revenue and expand their business (Shelton *et al.* 2016). Technical development and its commercialisation have insulated multitasking, time management and cost management of an organisations. Thus it can be said that this process helps operators by managing costs of remuneration and other operation. Along with that, it also maintain time management and in most of the cases, it will be helpful to finish jobs before allocated time range and induce extra time onto performance hiking and profit generation process. By applying human capability, these types of fast operations cannot be performed. Thus, operators depend upon technical development and machines to maintain these aspects (Stubbs, 2017). Technical parts of production and business communication do not demand any type of remuneration, promotion and retention policy. They can also perform without maintaining a proper time schedule. In many cases, these machines will perform 24 hours in a day and maintain continuous production. Thus, operators also focus upon depending on those technologies than human capability and intelligence.

### **Positive effect of technical development on internal operations**

Technical development of retail business process is required to get profitable outcome and sustain in market. Software skills and developments help companies to understand market policy and forecast about changing trend. In order to mitigate threats from competitors they focus upon implementation of technology into production departments and supply material. Researcher will conduct an analysis of software development into supply chain material for making proper evaluation of goods and make qualitative product. In case of making effective

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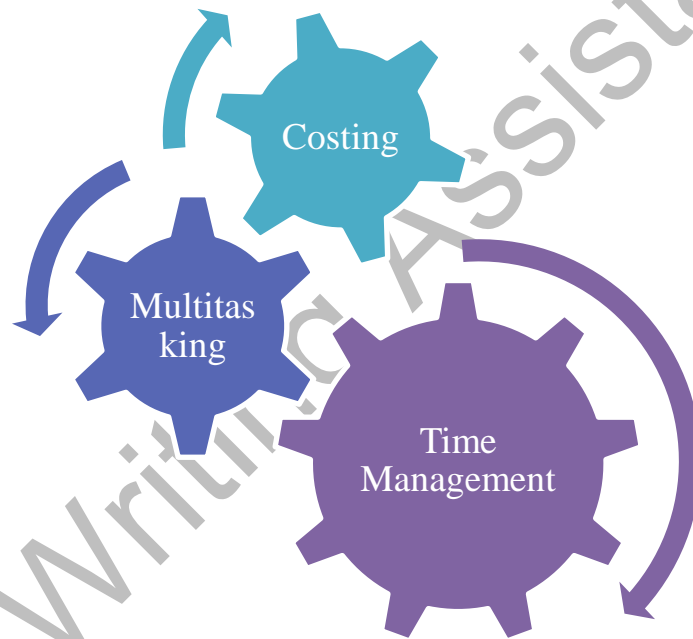
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marketing strategy, operators make their advertisements on social media and internet platform by using database and sheets that are being produced by using effective technology and its formation (Sudmeyer *et al.* 2016). There is several effectiveness that operators witness profit due to these development and most prudent of them is profit generation and business expansion. Researcher will follow techniques that are being used by different organisations to maintain policy and profit generation.



**Figure 5: Positive Effect of Technical development**

(Source: Lawrence, 2016)

In very first, researcher will analyse impact of technology by not using a part of money as remuneration. However, it uses operational approaches with effective time management, accuracy and stretches it as a continuous process. In many factories of retail organisations will be evaluated by researcher and understand capabilities of machines according to production need.



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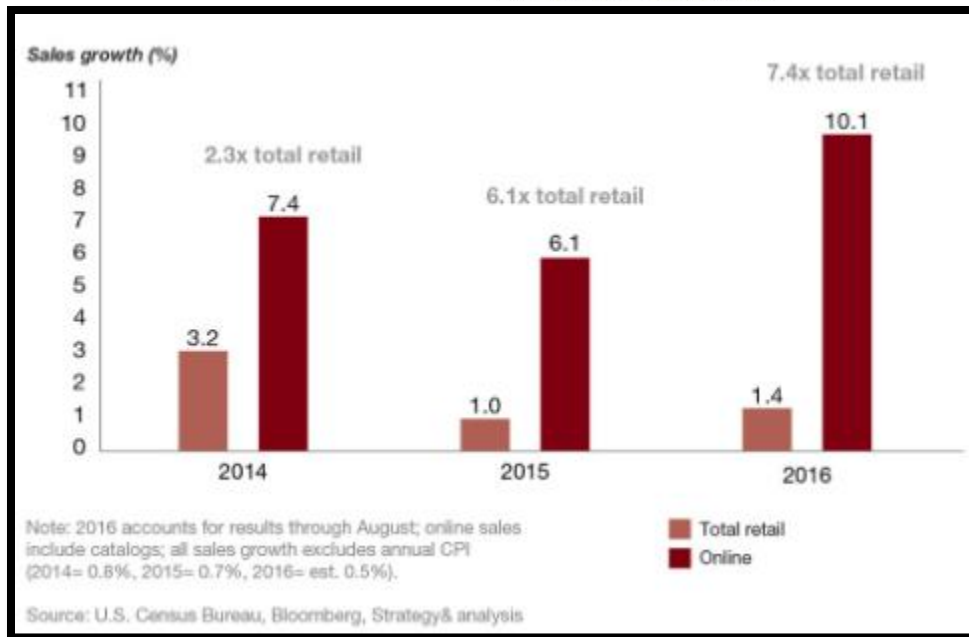
Machines are able to produce vast quantity of materials in a single time frame. On the other hand, software skills are liable of evaluates product quality and its demand over market.

### **Disadvantages of Technical commercialisation:**

Along with effectiveness, there are several disadvantages of technical commercialisation that make severe impact on Australian business context. It will be evaluated by researcher that due to technical development and commercialisation, operators are getting less dependent upon their employees, especially of supply chain and production (Wong, 2018). On the other hand, they also depend upon software skills to understand market trend and get forecast by different statistical analysis. Due to using this trend, many organizations are following strategy to reduce their employee base and their responsibility over organizational operation. Many organisations have also planned to reduce responsibility over their employees and stop providing promotions and increments. This will make adverse impact on employee market of Australia by creating crunch on job sector and hike unemployment of skilled and trained labours. This will also insulate a hard competition for employees who are trained and skilled. Along with that, researcher will also found risks due to accidental mishaps and its negative impact on concerning company over conducting its retail business (Xiang & Worthington, 2017). These accidents will hamper their entire business production and profit generating operation.



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**Figure 6: Effect on store based retail business**

(Source: Quin *et al.* 2017)

## Methodology

<b>Research Philosophy</b>	Positivism
<b>Research Approach</b>	Deductive
<b>Research Strategies</b>	Case Study, Ethnography.
<b>Research Methods</b>	Mixed Methods
<b>Time Horizon</b>	Longitudinal (5 months)



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<b>Data Collection</b>	Secondary data
<b>Data Analysis</b>	Quantitative

**Table 1: Research Framework**

(Source: Given by researcher)

This research proposal has also evaluated an effective research methodology that will be helpful for researcher to understand and formulate this research. Chosen topic of this research is challenges of commercialisation of technology in an organisation. In order to formulate this research, researcher will choose Australian retail sector.

#### **Research Philosophy:**

Positivism research philosophy will be used by researcher to conduct this research. Positivism induces natural phenomena of research along with depending upon business standard ratio and its change over policies and practices (Do *et al.* 2018). Thus, researcher will have to evaluate with this sense of working and capability ratio of employees and technologies. Positivism research philosophy induces natural approach of research and make researcher understand other variables and aspects of research conduction.

#### **Research Approach:**

Deductive approach will be used by researcher to gather significant data and conduct research without making any confusion. This research approach will help researcher to understand significance of research topic and make proper evaluation (Flammini *et al.* 2017). This approach will also help to maintain base of research and its policy relevant to chosen topic.

#### **Research Strategies:**

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It has been mentioned earlier in this research proposal that this research will be based on secondary data collection and analysis. In order to formulate this research, research will use different case studies to understand significance of that research and its relevance to modern era of business and communication (Johnston & Egan, 2016). Ethnography has also been used for this research operation.

### **Research Methods:**

Researcher will use mixed method to conduct this research and make proper evaluation of it. This research will be formulated by taking two type of secondary data; information from peer reviewed journals and information from gray literatures. Other type of information that will be collected by researcher is from online database (Lawrence, 2016). Different Boolean operators will be used by researcher to gather desired data and make their effective analysis.

### **Time Horizon:**

Longitudinal time horizon will be used by researchers to maintain proper time horizon of this research. As this chosen topic lies upon a vast sector of Australian market, therefore it is inevitable that researcher will have to use a vast timeframe to conduct this research. Researcher will use a five months time horizon to conduct this research.

### **Data Collection:**

This research will be based on secondary data from different peer reviewed journals, government articles, gray literature and Boolean operators. After following those time horizons, researcher will get proper data and information that are needed to conclude this research



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(Mazzarol & Clark, 2016). These data sources will be government archives, Boolean operator and gray literature that have already being used by other researchers to formulate their research.

### **Data Analysis:**

Data analysis will be formed by researcher after gathering quantitative data. Secondary data sources that have been mentioned earlier will be referred to as quantitative data. However, researcher is accountable to evaluate that information and remove extra and unusable information into blacked list (Muhos *et al.* 2017). Researcher will maintain time horizon of this research around last 5 years.

### **Project organisations, Budget and Structure**

This research proposal has also included effective budgeting to conduct this research. This research will be based on secondary data analysis and thus, researcher has to gather adequate funding for this research conduction and operation. Table mentioned below has included approximate costing for conducting research operation.

<b>Purpose</b>	<b>Estimated Amount to be Spent</b>
<b>Literature Review</b>	\$ 800
<b>Data Collection</b>	\$ 1950
<b>Data Analysis</b>	\$ 1100
<b>Total Estimation</b>	\$ 3850



## **Table 2: Budgeting of research**

(Source: Given by researcher)

### **Literature Review:**

Literature Review part will include usage of different books, journals and online articles. Articles that will help to conclude this research will not be free of cost. Thus, researcher has to buy them. Hence, \$ 800 has been estimated for costing to buy those sources.

### **Data Collection:**

In order to collect data and information, researcher has to formulate them into a narrative manner. Thus, it is required for them to maintain proper data sources and information's. In order to collect adequate data, researcher will have to visit different places and access government as well as different company documents. Thus, this literature review has estimated \$ 1950 for collecting data to formulate research.

### **Data Analysis:**

Data analysis has also been conducted by researcher to understand proper evaluation of data. This research will be conducted on the basis of secondary data analysis. Researcher will have to maintain time frame and evaluate authenticity. Hence, \$ 1100 has been estimated for this purpose.

### **Conclusion**

Hence, it can be concluded that this research will be based on challenges of commercialisation of technology on Australian retail sector. In order to formulate this research,

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this proposal has evaluated aims and objectives of this research along with problem statement, on the basis of what, this research will be conducted. Effective justification has been included in this proposal and potential research output has also being included. Conceptual Framework and research methodology along with literature review have helped researcher to conclude this research. Project budget and allocations have also induced in this research proposal.



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## Gantt chart

Name	Duration	Start	Finish	Predecessors
Introduction	1 day?	6/3/19 8:00 AM	6/3/19 5:00 PM	
Aim and Objectives	2 days	6/4/19 8:00 AM	6/5/19 5:00 PM	1
Literature Review	4 days	6/6/19 8:00 AM	6/11/19 5:00 PM	2
Methods	3 days	6/12/19 8:00 AM	6/14/19 5:00 PM	3
Secondary Data Collection	15 days	6/17/19 8:00 AM	7/5/19 5:00 PM	4
Data Analysis	8 days	7/8/19 8:00 AM	7/17/19 5:00 PM	5
Discussion	5 days	7/18/19 8:00 AM	7/24/19 5:00 PM	6
Conclusion	2 days	7/25/19 8:00 AM	7/26/19 5:00 PM	7
Documentation	3 days	7/29/19 8:00 AM	7/31/19 5:00 PM	8
Proofreading and Formatting	2 days	8/1/19 8:00 AM	8/2/19 5:00 PM	9
Submission	1 day?	8/5/19 8:00 AM	8/5/19 5:00 PM	10

Figure 7: Time plan

(Source: Given By researcher)

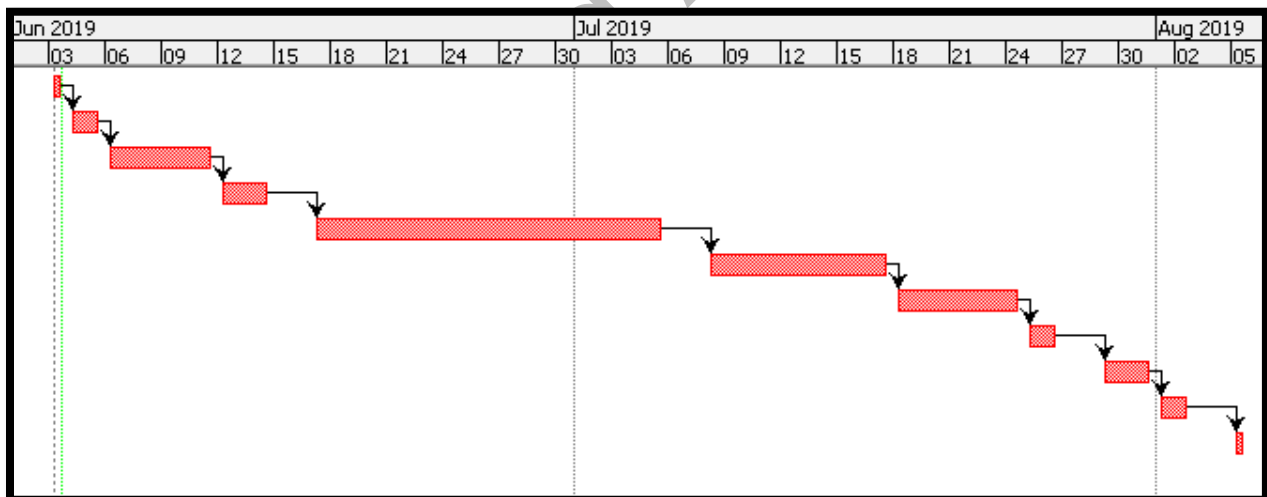


Figure 8: Gantt chart

(Source: Given by researcher)



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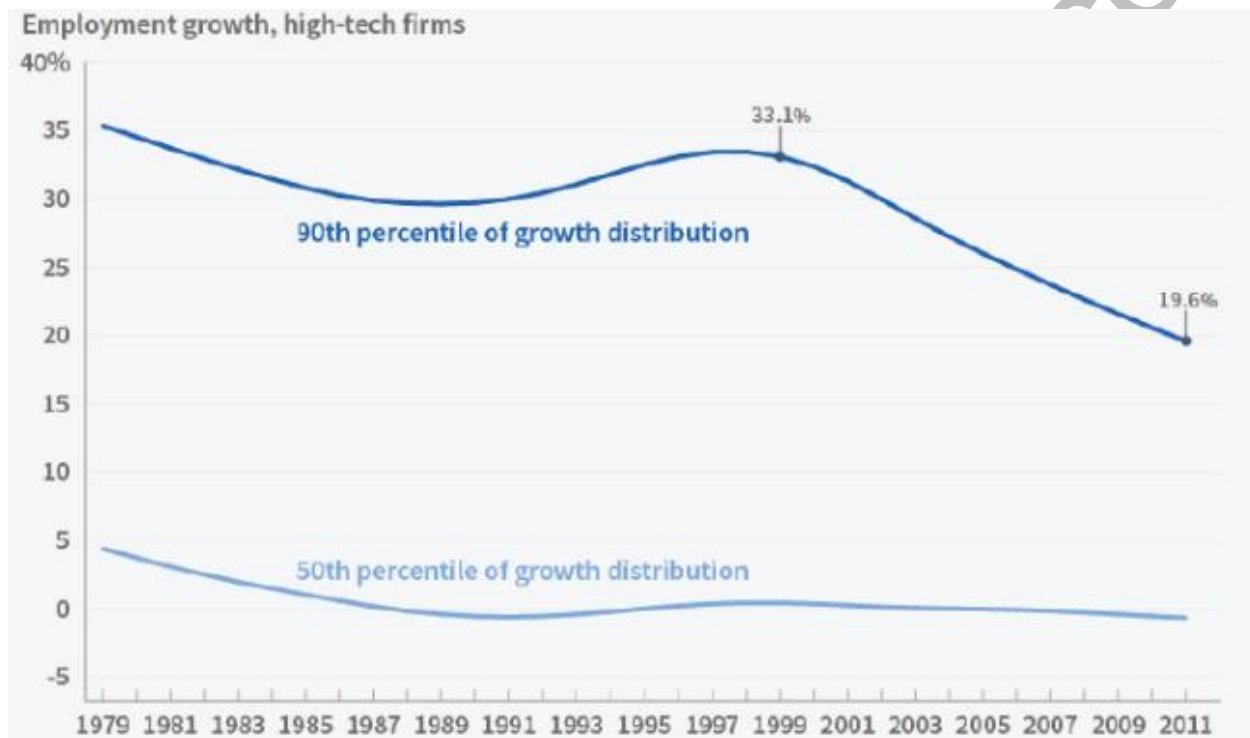
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## Appendices:

### Appendix A:

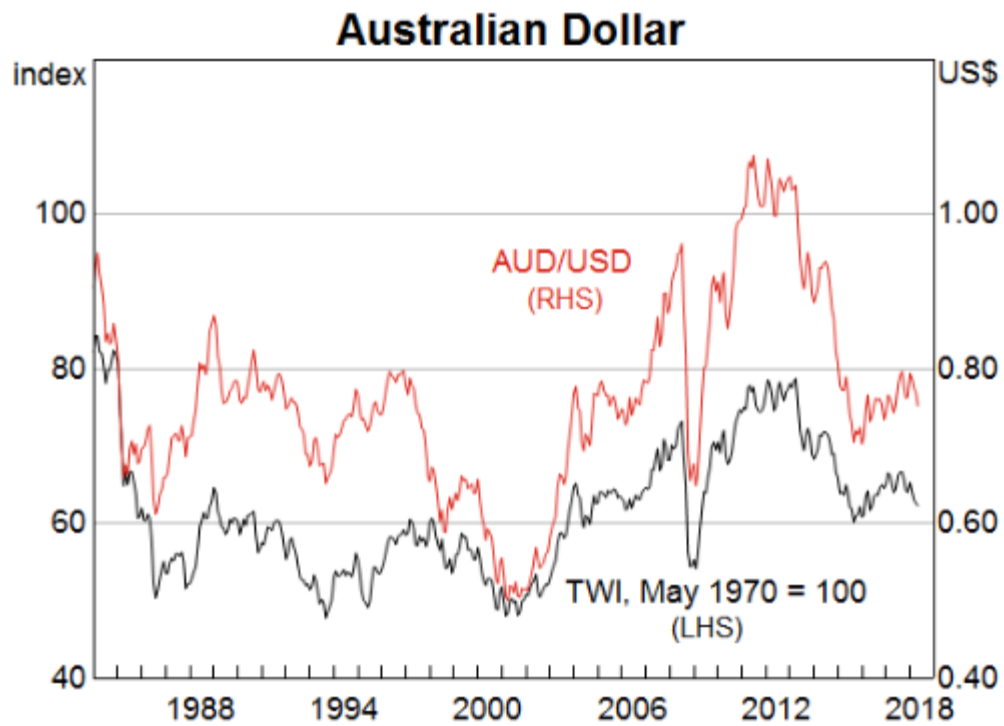


(Source: <https://www.nap.edu/read/24649/chapter/6>)



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## Appendix B:



(Source: <https://www.rba.gov.au/publications/bulletin/2018/dec/understanding-exchange-rates-and-why-they-are-important.html>)