

Research Proposal Essay

INTRODUCTION

The proposal is focused on establishing the most appropriate laptop computer to be used by the company managers who routinely travel. The entire research project will assess the different types of laptops available on the market. Also, it will make a recommendation on the most appropriate laptop, which should be used by the company's managers.

The current unit requires students to choose between 5 different topics and write a recommendation research proposal about the chosen one. In regards to this, I chose the topic *Most Appropriate Laptop Computer for the Company Managers who Travel*. I feel assertive that I will tackle this topic in detail and will make appropriate recommendations that will benefit the entire management of the company.

I will collect my research information from various sources including library, published periodicals and online journals. I will conduct a detailed research to ensure that I base my recommendation on only valid data. Furthermore, I expect to get some opposition to the recommendation I will forward to the management. Some people may not be comfortable with my selection of the most appropriate laptop hence cast doubt about my recommendation. Despite this opposition, I intend to convince the management of the company that the laptop I recommend is the most suitable for managers who are travelling.

BACKGROUND

Further knowledge gained from contemporary management study requires the student to demonstrate sharpness and astuteness in undertaking this research proposal. Some of the background information that I may require include the following effectiveness, power usage and price of different types of laptops. A detailed assessment of these three important factors will assist me in making a conclusive recommendation on the most appropriate laptop, which should be used by any manager of the company who might be travelling. Furthermore, I need to establish what kind of computers the company might have been using before implementing my recommendations. It would be suitable to establish the quality of service the company's management received from the previous use of certain types of laptops (Guerin & Society for Human Resources Management, 2011). Thus, this will benefit me in determining if the previously used laptops were effective or not.

This proposal requires me to work on my own and provide detailed research proposal on the most appropriate laptop that can be used by the company managers when they are travelling. Additional research questions need to be addressed throughout the drafting of the research proposal.

OBJECTIVE

The purpose of this study is to recommend the most appropriate laptop to be used by the management of the company. Moreover, the study will establish the most appropriate laptop that will satisfy the needs of the managers. The management of the company will require

a portable laptop that has an effective cooling system and its battery last more than 2 hours. The recommended laptop will be cost-effective and convenient to use in the different locations of the world (Bentley, 2011). Its settings must be configured to automatically adjust according to the time zone of a specific geographical area.

Another objective of the research study is establishing the most used type of laptop by different companies. I will review the available information in order to identify which type of laptop is most commonly used by both the small enterprises and big corporations. I will identify specific reasons why different companies prefer certain types of laptops to others.

My intention is to make the management of the company to change the current use of desktops and incorporate the use of laptops in its operations. I will provide convincing facts about the importance of using a laptop to the top management of the company. According to Shoup (2011) laptops are the current trend in most of the organizations. Therefore, it would not be hard for the management of the company to implement my recommendations. Ultimately, I recommend a portable dell laptop as the most appropriate laptop to be used by any company's manager while they are travelling either locally or overseas.

RESEARCH

I will collect my data and literature materials from the various available sources. This will ensure validity and reliability of the data presented to the management of the company. Firstly, I will check published books

that are easily assessable at our college's library. I will primarily focus on the books that have been published since 2000 and have detailed assessment about the computer use in the organizations. Secondly, I will research published periodicals that may be available either offline or online. Both types of journals will be instrumental in assisting me complete a detailed research study paper. Importantly, I will base my research on only periodicals that were published since 2002. It is for a reason that I expect such periodicals to tackle the issue, in consideration of the current technological trends in the world. Such periodicals are likely to incorporate the most recent technology such as iPad and iCloud (Kwon & Association of Research Libraries, 2003). Lastly, I will collect information from online academic research articles that have been published since 2002. I anticipate that such articles will deal broadly on the contemporary issue of computer use in the company. Consequently, all these types of information sources will enable me to make a convincing recommendation on the most appropriate laptop to be used in the company.

AUDIENCE

The recommendation will be presented only to the manager of the company. However, the manager is free to distribute the research report to other employees of the company. In providing the research report only to the company's manager, I will be ensuring that the privacy of the company is maintained. Moreover, other details about the company that might show its weakness will not be exposed to the competitors. Loss of confidentiality may deprive the company the competitive advantage it might enjoy after implementing my recommendation.

CONCLUSION

The research study focuses on establishing the most appropriate laptop to be used by the company's managers when they are travelling. The research study deal with all available research sources in order to come up with a sound and effective recommendation to be presented to the management of the company.