Research Design and Methodology III

Carrington P. Morgan Jr.

Omega Graduate School

March 16, 2025

Professor

Sean Taladay Ed.D.

***Assignment #3 – Essay***

Answer the following questions in an essay format, with 1-2 fully developed paragraphs for each question. Include citations/references from your Developmental Reading log.

1. Review the OGS PhD/DPhil Prospectus Tutorial. You will develop your prospectus in a later course.
2. Describe data collection and analysis procedures for the following research designs. Include data cleaning/preparation, descriptive statistics, and assumptions testing. Focus on the steps required to collect and prepare the data for statistical testing rather than the procedures.
3. Describe the three principles of the Belmont Report and why they are important for protecting human participants in social science research.

Develop prospective drafts of the following three documents:

1. Review the OGS IRB and Informed Consent templates. Create a prospective Informed Consent Agreement and Site Permission Request letter for your dissertation using the templates.
2. Develop an outline for your dissertation Literature Review (Chapter 2). Which theoretical/conceptual frameworks might best inform your research problem and purpose? Who are the seminal authors in the field? What topics might you need to explore to establish a foundation for your original research? Your outline should be 3-5 pages long, and note specific literature sources. Include a references page.

Include a title page, well-developed introduction and conclusion paragraphs, a references page, and in-text APA-formatted citations to support your responses.

1. **Review the** OGS PhD/DPhil Prospectus Tutorial. **You will develop your prospectus in a later course.**

The tutorial was reviewed and proved very interesting and useful reference for development of the prospectus.

1. **Describe data collection and analysis procedures for the following research designs. Include data cleaning/preparation, descriptive statistics, and assumptions testing. Focus on the steps required to collect and prepare the data for statistical testing rather than the procedures.**

The purpose of this study is to examine the relationship between risk aversion and productivity among Jamaican inner-city microbusiness owners. The study will utilize a quantitative methodology because hypotheses derived from research questions will be tested using statistical analysis.

This quantitative study will utilize a correlational design because it will examine the relationship between risk aversion and productivity among microbusiness owners in Jamaican inner-city communities.

This study will utilize a likert questionnaire #1, which measures risk aversion.

This study will utilize a likert questionnaire, #2, which measures worker productivity.

The target population will be microbusinesses owners operating in Jamaican inner-city communities identified as vulnerable and volatile by the PIOJ (Planning Institute of Jamaica) List of At-Risk Communities.

Purposive, census sampling will be utilized to ensure eligible participants meet the inclusion/exclusion criteria of focusing on microbusiness owners operating in three communities categorized as vulnerable and volatile, until a sample size of 300 is attained.

Permission will be secured by in-persons engagement and presentation of a hard copy Informed Consent Agreement and Permission Request Letter.

Data collection via survey-questionnaire will be carried out in all three communities over a period of four months.

Data input and statistical processing is expected to take approximately one month.

The researcher will carry out the following procedural guidelines in the selection of communities and sample participants:

1. Identification of Population: Selection of three vulnerable and volatile communities in Jamaica.
	1. The process will be guided by the PIOJ (Planning Institute of Jamaica) ranked list of at-risk communities.
	2. Selection of communities will be carried out through purposive, non-probability selection.
2. Description of business owner and business: Privately owned businesses, three or fewer employees, must have lived in the community for at least five years.
3. Defining the type of business in the study: Retail food or household appliances. Businesses must have a physical address.
4. Identification of business/data by census: Communities will be mapped, identifying microbusinesses located on main streets and secondary lanes. Mapping will be carried out by the research team.
5. Research sample: All microbusinesses mapped will be entered in a spreadsheet. A full census will be carried out, and surveys will be administered to as many microbusinesses along the identified/mapped route as were willing to participate.

The surveys will be gathered and reviewed for appropriateness.

Responses will be entered in an excel sheet and prepared for syncing in data analysis software.

Three non-parametric tests are being considered for testing of hypotheses. Results will be deemed significant at an alpha of .05.

1. One-sample Wilcoxon Sign Ranked Test:
2. Krusal-Wallis Ranked Sum Test
3. Spearman’s Ranked Analysis Test
4. **Describe the three principles of the Belmont Report and why they are important for protecting human participants in social science research.**

The three principles of the Belmont Report are, (1) Respect for persons, (2) Beneficence, and (3) Justice. They are important because they provide a foundational ethical framework for protecting human participants in social research studies and clinical trials.

**Informed Consent Form**

|  |  |
| --- | --- |
| Title: |  |
| Name of Researcher(s): | Mr. Carrington P. Morgan  |
| Affiliation:  | Omega Graduate School |
| Phone: |  |
| Email: |  |

Dear Sir/Madam,

You are invited to volunteer your participation in a research study conducted by Carrington P. Morgan of Omega Graduate School, Dayton, Tennessee. The information provided on this form is presented to you to fulfil legal and ethical requirements for research studies at IRB (Institutional Review Board) Omega Graduate School and the HSS regulation 45 CFR 46.

The study for which you have been invited to participate is being conducted in fulfilment of academic requirements for completion of a Doctoral degree.

The research focuses on small and microbusinesses owners who operate in vulnerable and volatile inner-city communities in Jamaica. The study will focus on three communities in and around Downtown Kingston, therefore, if you own and operate a business in this area, you might be eligible to participate.

You are receiving this letter because you fall into this group, and your name was listed on the microbusiness database of the PIOJ (Planning Institute of Jamaica) as a microbusiness owner living and operating in one of the target communities.

Each business owner will be asked to fill out a survey of 30 simple questions concerning levels of productivity and the propensity to take risks.

If you volunteer to participate in this study, you will be asked to complete the questionnaire*.* The questionnaire will be a physical hard copy and should take no more than 10 minutes to complete. A trained data collection representative will be present and will stay with you while you fill out the questionnaire just in case you have any questions or concerns. All data will be gathered during the month of March – May, 2026.

There will be minimal risks associated with involvement in this process. There might, however, be some perception by other community members that you are being offered special favours in order to solicit alignment to a political party. It will be made clear to community members that this is strictly an academic exercise with no transactional considerations.

If you choose to participate, you have the right to discontinue your participation at any time, without prejudice. Depending on the nature of the risk, the researcher will discontinue or terminate the study after reporting it to the Institutional Review Board.

The potential benefit is that the study will add something new to the existing literature, as well as be used to address social and economic development in your community. The results may be published and will be available to people interested in this area.

It must be reiterated that you will not be compensated for your participation in this study.

Participation is voluntary. You can choose to withdraw from the study at any time without prejudice. Furthermore, participants who initially agreed to participate may withdraw from the study if circumstances warrant doing so. If you choose to withdraw you may contact the leader researcher or an Omaga Graduate School representative to let them know.

Data to be collected will remain confidential. Identification numbers will be would be used for each business owner, and if any identifiable information is collected, the researcher(s) would edit such from the data, so that such information (*your name, location)* would not be traced. Furthermore, your responses will be entered on password-protected computers without identifying information.Again, **y**our participation is completely anonymous. Please note that all files uploaded or created on Google Drive are encrypted. All data collected will be stored in the Omega Graduate School storage, according to the guidelines of IRB.

Data collected may be used in subsequent studies, by reanalysing it for further studies, publications and presentations, but all information will be anonymous. When this happens, you will be advised.

**Contact Information**

If you have questions regarding your rights as research participants, contact Dr. David Ward, Dean of academic affairs, by email at dward@ogs.edu. and Dr. Brenda Davis, the Data Protection Officer (Omega Graduate School), by email at admissions@ogs.edu.

**Voluntary Consent and Signatures**

If you have read this document and agree, please indicate your consent and willingness to participate in this research by signing in the Participants Signature section. Please sign only if you have reviewed all of this consent form and had the opportunity to ask questions. You will receive a copy of this consent form after it has been signed by both you and the researcher.

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Signature of Lead Researcher Date

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Your signature on this consent form shows that you have been informed about the conditions and safeguards of this study.

I have read the information provided and agree to participate in this study.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature of Participant Date

**Site Permission Request Form**

**Subject**: Site Permission Request for Research at Omega Graduate School

Dear Sir/Madam,

I am requesting permission to conduct research at your organization for my doctoral degree at Omega Graduate School.

The purpose of my study is examine the relationship between risk aversion and productivity among Jamaican inner-city microbusiness owners. My supervisor/chair is Dr. David Ward.

I am seeking permission from your organization to recruit participants for my study.  This will involve collecting participant data using questionnaires.

I assure you that this research will be conducted with confidentiality and privacy. Any data collected will be used solely for academic purposes and will be handled with strict adherence to ethical guidelines.

If granted permission, I am willing to comply with any requirements or protocols established by your organization, including obtaining necessary approvals and signing any confidentiality agreements.

Please kindly reply on formal letterhead or with a formal email signature from your organization granting permission.

Thank you for considering my request. Please feel free to contact me for further information or clarification.

Sincerely,

Carrington P. Morgan
Doctoral Student, Omega Graduate School

**Literature Review**

Chapter 2 will cover descriptive literature and relevant studies on the subjects of risk aversion, productivity, and business development. The research is set within a broader topical interest of social change, with the primary assumption that entities at the helm of economic progress are pivotal agents for driving or influencing such change. The writer traces the history of business development in Jamaica and presents micro-entrepreneurs’ socioeconomic positioning as an area of focus.

The literature review will pursue concepts of inner-city development and social change from a theoretical perspective. A substantive understanding of behavioral economics and entrepreneurship will also be established, with specific attention given to risk aversion and productivity through different stages of the business life cycle. Underpinning theories and empirical studies will be cited, and major gaps in the current body of knowledge will be identified.

**An Introduction to Commerce and Business Development in Jamaica**

* + With a population of 2.7 million (STATIN, 2019) Jamaica is the most populous English-speaking country in the Caribbean. A relatively stable political and constitutional framework has made the Island an attractive international development partner. It has, however, still been slated as one of the slowest developing countries in the world.

**Social Change and Psychosocial Influences**

* + Albert Bandura (1989) wrote substantially on social change and presented it within the behavioral consciousness of the inhabitants of social space. He explained that behaviour is affected by how one perceives future consequences of present actions, and predicated research finding on the formulation of his “social cognitive theory” (Bandura, 1989, p.1).
	+ Conflict Theory – The engagement of differing socioeconomic classes was asserted to produce conflict as classes vied for limited distribution of resources. Karl Marx’s conflict theory averred both negative and positive implications of social conflict (Marx, 1847).
	+ Conflict theory’s effect on social change was bolstered and refined in the latter half of the 19th century by European and American sociologists (Lauer, 1977). Gumplowicz (1999) presented “group conflict” as a major cause of widespread social and cultural evolutionary change.
	+ Lauer (1977), cited, Lester Ward, who emphatically stated that antagonistic forces form the origin of all structures, physical or otherwise, and go through continuous change from primordial simplistic to more complex secondary forms.
	+ Ralf Dahrendorf (1958) provided more extensive dialogue on social conflict. His perspective ardently presented social change and social conflict ubiquitously, where both forces demonstrate a dynamic struggle between self and social interests.

**Inner-City Development**

* + Primary Responsibility of the State – The state has historically led efforts in community development for poverty alleviation.

**Entrepreneurism and Economic Development**

* + As small and medium-sized businesses form the backbone of macro-economic systems, entrepreneurship remains a stimulus to new growth and sustainable development. Sepulveda and Bonilla (2014) wrote on the evolution of nations and societies, with entrepreneurship as the key element.
	+ Psychosocial factors – Samson (2014) commented on 18th and 19th century thinkers interested in the psychological underpinnings of economic growth.

**Development Through the Business Life Cycle**

* + Microbusinesses are living systems with life cycles. M. Ford describes the life cycle theory as “the belief that organisations behave in predictable ways between their founding and death” (Ford, 2016, p.1).

**Behavioral Economics and Decisions Under Risk**

* + A review of behavioral economics will reveal the effects of psychological, social, cognitive, and emotional factor on economic decisions, and will further explain consequences of these decisions.

**Dimensions of Risk**

* + The topic of risk-taking incorporates psychological and social dimensions of human behaviour. Rohrmann (2008) described four main facets relevant to psychosocial processes: risk perception, risk attitude, risk communication, and risk management.

**Risk Theories**

* + Prospect Theory – Dimensions of economic risk-thinking is inserted in the concept of prospect theory, developed by Daniel Kahneman and Amos Tversky.
	+ Expected Utility Theory: Decisions Under Risk – Explanations of prospect theory run contrary to expected utility theory (EUT).
	+ Certainty Equivalent – The concept of certainty equivalent was defined by Kirkwood (2003).

**Investment and Entrepreneurship**

* + The literature review on risk-taking and risk aversion will be carried out through the paradigm of business investment.

**Risk Aversion: Assessment and Empirical Studies**

* + A review of literature over the past 60 years highlights the prominence of Bauer (1960), who introduced the risk construct into commercial sales and marketing.

**Assessing Individual Risk Attitudes: using Surveys and Experimental Methods**

* + In the quest for reliable empirical validation of risk attitudes, Ding, Hartog, & Sun (2010) measured the differences between assessing risk attitudes in an actual experiment versus doing the same via survey.

**Assessing Worker Productivity**

* + In the business environment, the worker has been perceived as the primary too-of-production for services and products being prepared for market. Most business owners have, therefore, understandably been concerned with the physical and mental health of their employees.

**Correlations Between Risk Aversion and Productivity**

* + Business consulting firm, Deloitte Canada, presented a macro-level example of risk aversion affecting productivity. The study on the Canadian economy highlighted the low risk-tolerance of Canadian executives, especially compared to their American counterparts. When examining 25 drivers of productivity, they found Canadians up to 18 percent less risk-tolerant. The assessment was said to substantiate previous claims of high risk aversion despite a favorable economic climate (Morrissy, 2011).

**Financial Risk Attitudes and Business Success**

* + The relationship between business performance and attitudes towards financial risk was explicitly explored in an *Applied Economics* article by Brown, Dietrich, Nunez, & Taylor (2013).

**Summary**

The topic of risk aversion was reviewed extensively throughout the body of literature, with the commercial life of the microbusiness owner appropriately examined.

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