

Research Plan Entrepreneurial logical Mapping: Production and Re-engineering of a Pragmatic, fluid, and Tantalizing Academic Research Plan: A Practical Example (Extract from my 2024- 2029 Research Plan)

Dr Milton Gwakwa

Doctor of Philosophy in Business Administration, BA ISAGO University, Botswana, Francistown
Campus

1.1 Abstract

For the young, ambitious academics and upcoming Researchers placed at any tertiary institution of higher learning, or research organizations, this position paper (research plan) is a must read master piece. Mature researchers and potential candidatures in research are also invited to consume this information. I acknowledge that while it may not be 100% tantalizing, but it is 100% worth of going through. Completing the reading and mastering some key techniques will produce researchers who work smart, organize their research and independent in thinking. This plan is a real abstract of my comprehensive plan for period 2024 through 2029. The document is my strategic research plan projected for [2024 to 2029]. The plan provides a major and rigorous diagnosis regarding the opportunity to talk about my proposed research plan-covering [Entrepreneurship, Business leadership and Corporate governance, Human and business epistemology, Project Management, logistics and Business Communication plus general management areas] within the domain of Private and Public sector sectors. The plan further describes benefits, and how it will be implemented and conducted. This publication strategy is a thought tool for the future and is in a road map delineating what, when, and how my research will be conducted and in some cases published. It does include the type of article and journal, based on the target audience, the environment in which research will be done. For my strategy to work, I have established it as early as possible, and will revise it throughout a research project's life cycle which aligns to the five (5) year period. The form of research is multi-faceted in outlook. As both part of raising BA ISAGO university as a knowledge producer and also part of my personal profile enhancement, I have lined up a number a of structures within my strategic research paradigms-following a very strong and waterproof personal research model [The Gwakwa Knee jack Research framework (GNJRF)] This model postulates a bi-partisan and bi-projectory approach where the research is biased towards promoting institutional values and place the university at the center of knowledge production within the global arena. To achieve this ,three key approaches (to be elucidated in the main document) will be adopted namely organizing and conducting international research conferences/symposiums and or workshops; holding classical and internal capped public lectures

with a global touch; rigorous search and conducting intensive community based research; conducting intensive business based research; aggressive publications mainly touching on the business landscape with emphasis on entrepreneurship research, leadership and business management disciplinarian researches and lastly but not list embark on a series of participating n international research conferences where I will make active presentations in line with conference thematic areas

Keywords: Research plan, Publication, International conference paper, Public lecture, Presentations

1.2 Activity Framework and Projected Research areas for 2024 to 2029

The first section of this plan presents the action plan with regard to International Research conference participation and involvement.

Research Activity	Unpacking the strategic operational tool	Remarks	Dates
<p>International Research Conference-organized and coordinated from Francistown Campus</p> <p><i>[One per every 2 years-making them two during the period of 5 years of stay]</i></p>	<p>Have put on the departmental research plan for 2024/2025 academic year, to launch the first ever International Research conference – under the custody of business department, and leading the pack. I have through the departmental team put in place a 3-member research task force to work with in accomplishing the set goal. This upcoming task, under my leadership will involve expertise and participation of other sister campuses [Maun and Gaborone) and the respective faculties, departments and individuals] to provide and render their support.</p>	<p>This kind of conferences will be held after every two years-translating to 1 conference during the course of my projected 5 year contract according to the application submitted.</p> <p>Availability of resources and support from other departments and the supporting budget is a prerequisite for successful execution</p>	<p>October 2024/ November July 2024</p>

1.3 Internal Departmental Research Conference/workshop

<p>Internal Departmental Research Conference/workshop One internal workshop per year for the period estimated @ one conference per year] totaling 3-5 for the period</p>	<p>Mainly for information and knowledge sharing on topical issues and also grooming young upcoming researchers on presentation skills in preparation of international conference presentations. I will spear head and lead in the organization of such conferences both as an ideal researcher and also as the head of department-business function, the conduction of one research symposium/conference once a year, making up a total of 5 internal research conferences during the period</p>	<p>Availability of resources and support from other departments and the supporting budget is a prerequisite for successful execution</p>	<p>Every mid semester [close to the 7th/8th week of every semester</p>
--	--	--	--

1.4 Public lectures

<p>1/ 2 Public Lecture (s) per year [estimated @ an average 5 Public lectures for the period }</p>	<p>I will organize one or two public lecture (s) per year with renowned experts in the field of business [entrepreneur, leadership, project management, and general management just but to mention a few of the areas]. Hence a total of 5-10 public lectures will be held under during my office stay, resources permitting</p>	<p>Availability of resources and support from sister departments and campuses is called for to successfully achieve this</p>	<p>Beginning or towards end of study period before examinations</p>
---	--	--	---

1.5 International conference participation and paper presentations

<p>International conference participation and paper presentations [3 per year for 3-5</p>	<p>At least a minimum of three international conference paper presentations. The thematic areas are determined by conference</p>	<p>Availability of resources and support from other departments and the supporting budget is a prerequisite for successful execution and</p>	<p>As and when advertised by the organizers</p>
---	--	--	---

years] <i>Estimated @9-15 conference appearances as an active participant</i>	organizers and can their fore not stated in advance.	high powered personal effort in driving the agenda	
--	--	--	--

1.6 List of [statistics] expected Publications and Research works

Research Activity and targeted area	Unpacking the strategic operational tool	Remarks [if any]	Dates
<p>1.6.1 Entrepreneurship</p> <p>[2 papers per year for 5 years of continuous production]</p> <p><i>Estimated @ average 5-10 entrepreneurial papers</i></p>	<p>Focus on entrepreneurship dynamics in Africa and SADC region as well as across the globe on a comparative basis. 50% of the publications in this area will center on small and medium enterprises while the other 50% will focus on big corporations mainly on leadership entrepreneurialship and intrapreneurship dynamics in unstable environments</p>	<p>Due attention shall be paid to peer reviewed journals, graded and with high impact factor. Provisional list of journals for publication of all areas listed from entrepreneurship to business communication includes among many :</p> <ul style="list-style-type: none"> -BA ISAGO Journal of Multidisciplinary Research -European scientific Journal -Emeralds -Journal of Business Management and Science -Journal of Educational studies -Other classified journals that 	<p>January –June 2024</p>
<p>1.6.2 Project Management</p> <p>[one per year publication]</p> <p><i>Estimated @ 5 papers during the period]</i></p>	<p>Big and small economies are project driven. I have a handful of publications in project management and these have to be advanced by looking at contemporary dynamics in project management, critical success factors, and failure factors. The Botswana economy is pragmatic with projects and mainly project driven.it is because of that, that I would dedicate 50% the research in this area to Botswana environment and how it relates with the regional and African economy, later alone the global economy.</p>		
<p>1.6.3 International Business</p> <p>[2 publications during the period of 5 years]</p> <p><i>Estimated @ 2 papers for the period</i></p>	<p>Botswana is not a ‘silo’ economy, and is highly engaged in international business. The world has become a ‘small village’ where transactions know no boundaries. Despite a boundaries economy, there are serious challenges posed to growing economies and Botswana is no exception. Part of my research in this area will zero in on issues of comparative advantages, for example how Botswana government can capitalize on diamonds, unique culture and tourism and how the Pandamatenga area can</p>		

	<p>be exploited economically by involving small and medium enterprises in farming and fishing. In terms of tourism, I will focus on how our tourists resort areas such as Maun, Kasane, Domboshava and other unexplored area can be publicly acknowledged as ‘tourist destination’ centers to the world Tourism Authority’. The other area with an international flavors and is to understudy the Dessert part of the country and provide a detailed international focus on ‘how a dessert can be transformed into a serious business attraction factor , such as the Dubai phenomenon-a dessert turned into a world center of attraction with millions of visitors coming from all corners of the world. Botswana, through a comprehensive and extensive research can be turned into such [The Dubai of Africa].</p>	<p>will emerge during the course of time</p> <ul style="list-style-type: none"> -International Journal of Innovative Research & Development -International Research Journal of Engineering and Technology -The International Journal of Business & Management. -Journal of Business and Strategic Management] 	
<p>1.6.4 Leadership</p> <p>[4 Publications per period of stay]</p> <p><i>Estimated @ 4 papers for the period</i></p>	<p>Leadership, on its own is a paradoxical discipline and little understood by those in leadership. Lots of research in the area looks at leadership best practices seeming to over praise those in leadership, with a few leaders being labeled corrupt. The truth in leadership failure is avoided. I have explored a few journals such as the Journal of Philosophical studies and noted that a lot of leaders are labelled ‘as stupid and incapable’. I , among other areas on leadership will further my research to look at the theory of leadership stupidity, especially in Africa, leaders who are corrupt, incompetent, lack Botho and do not uphold African ethos, use western leadership models to manage African institutions just but to mention an few. By looking at the negative side of leadership, my studies will help those in positions to be self-conscious and self-aware of their weaknesses, and provide them with ‘human model’ that defies all odds. Of course the</p>	<ul style="list-style-type: none"> -The International Journal of Science & Technolodge 	

	<p>research on leadership will also focus on the transformative entrepreneurial segments of modern day practices by leaders in both formal and informal sectors of the economy.</p>		
<p>1.6.5 Corporate governance</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @2 papers for the period</i></p>	<p>Governance crisis in Africa cannot be left alone. The governance paradox experienced by many institutions and organizations is a cause for concern and requires in-depth research to underscore and create ‘working governance model ‘created to create super institutions in the long run. I will dedicate a few papers in this area in addition to two papers that I have already published in the area of University governance inn African. The study of governance will also be extended to look at governance at political levels and how this affect institutional and organizational governance both for private and public sectors of the economy</p>		
<p>1.6.6 Change Management</p> <p>[2 papers per period of stay]</p> <p><i>Estimated @2 for the period</i></p>	<p>Inevitable is political, economic, social, legal and environmental change. All these changes impact negatively and or positively on organizational development and growth. I will focus on change management and provide ‘ontological best suited change management models which leaders can adopt to influence sustainable change in organizations.</p>		
<p>1.6.7 Digital Business Management</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @2 for the period</i></p>	<p>Change is dynamic and Information and communication technology and the fourth industrial revolution is here to stay, waiting for the 5th and 6th plus other revolutions on stand to come. These revolutions have directly affected the way business is done and the digitalization of all business operations cannot be taken for granted. Developing economies have always had challenges especially the technological infrastructure that allows fast and efficient use of e-business portfolios. I will dedicate my research to focus on opportunities and challenges of the digital business in Africa and how it relates with other economies-</p>		

	western, eastern and other economies.		
<p>1.6.8 Operations Management</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @2 for the period</i></p>	<p>Once an unpopularised area of business but have developed into a full fletched business discipline. The concept of operations management is little understood both among small and big corporations. I will pursue extensive study on operational tenets and how this can enhance effective and efficient delivery and accomplishment of organizational goals. Operations management in the context of unpredictable business environments cannot be overemphasized and ignored in an ever industrializing business environment.</p>		
<p>1.6.9 Strategic and Business strategy management</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @2 for the period</i></p>	<p>Business sustainability cannot be taken for granted. The production of a clearly defined business strategy is critical for future survival of many an organization. My research in this area will be conducted to cover all facets of strategy at corporate strategy, Business strategy and functional strategy level. Most small and medium enterprises in Africa seem un touched about getting to understand the strategic orientations of their firms. The future of Africa lies in its small business, and my research will zero in on making a contribution to that area.</p>		
<p>1.6.10 Business Logistics</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @ 2 for the period</i></p>	<p>Logistics is an interesting area for both small and large corporations. It involves purchasing and supply, procurement, warehousing, Institutional and organizational computer and security systems. The worst affected sectors are those in the small and medium, enterprises. I will zero in my research on the opportunities and challenges faced in the logistics industry especially in Africa and beyond.</p>		

<p>1.6.11 Business Communication</p> <p>[2 publications per period of stay]</p> <p><i>Estimated @2 for the period</i></p>	<p>This is an important area of study. Business communication is the ultimate acid test for many enterprises big or small. Inability and incompetence in producing close to accurate cultures on improving communication charters and norms that puts the customer first is a cause for concern. I will dedicate part of my studies in this area to ‘producing effective communication strategies and frameworks’ that will enhance and Advance African businesses in addition to other multinational businesses operating in the continent.</p>		
<p>1.6.12 Collaborated Research in Business</p> <p>(Economics, Management,. Marketing, Transport, Real estate, OHS, etc</p> <p>5 publications during the period</p>	<p>I will join hands with other researchers across the business divide. This is critical in so far as cross fertilization of ideas is concerned.</p>	<p>Research will be ongoing and appropriate serious partners will be selected on the basis of merit and commitment to knowledge manufacturing and production for global consumption and application.</p>	<p>Dates are unspecified but an average of one or two collaborations per year will suffice</p>

1.7 Summary targeted areas of research

1. Entrepreneurship
2. Project Management
3. International Business
4. Leadership
5. Corporate governance
6. Change Management
7. Digital Business Management
8. Operations Management
9. Strategic and Business strategy management
10. Business Logistics
11. Business Logistics
12. Collaborated Research in Business (Economics, Management,. Marketing, Transport, Real estate, OHS, etc

Total Business areas (disciplines) of key strategic focus : 12
--

1.8 Summary Research Output by function for 3-5 year period

Institutional Research	Output
International conferences self-organized @	2
International conference self- presentations /papers@	10
Internal departmental conferences and workshops@	5
Publications in peer reviewed high impact journals@	30
Public lectures@	5
Collaborative Research@	5
Total Research output for the period 3-5 years	57 contributions

1.9 Conclusion

I would like to thank m University (name concealed for ethical reasons) for allowing me to present unequivocally, and with enthusiasm my future research plans with the university, In this same endeavor it is to the benefit of all parties and more so for my individual PDP despite the image and publicity this will give to the institutions through international lenses. I Am convinced that the university, as it has always professionally done, commit its resources to ensure successful execution of these ‘promises’ and in turn will render my promise to fruition. I will be indebted to the university and shall execute my mandate both as a lecturer, Head of Research for the University, Campus 2 and the entire University.

References

1. Original Plan design by Dr Gwakwa (2024)