

Research Framework Used in Management and International Affairs Fields

Popescul Lorena Florentina

Jitaru Loredana

"Alexandru Ioan Cuza" University of Iași,

Doctoral School of Economics and Business Administration

lorena.popescul@student.uaic.ro

jitaru_loredana10@yahoo.com

Abstract

This article aims to identify how the research framework in management and international affairs fields is used from the PPOR perspective (problem, goal, objective and research strategies), providing a framework for future research.

We selected the best articles as examples of good practice in the research framework in management and international affairs fields.

In this regard, we have made a systematic review of a specialized literature based on the research published in the ScienceDirect database.

The method of reviewing the literature used in this study includes six phases: identifying the time horizon, selecting the database, selecting the journals, selecting the articles, classifying the articles, and analyzing the process.

Key words: management, international affairs, database, framework, research

J.E.L classification: B40, B41

1. Introduction

According to the Business Dictionary, a framework involves either a general presentation, or a draft or a frame of interconnected elements, which specifically accepts a specific approach to a specific purpose that serves as a guide that can be subsequently modified according to requirements by adding or deleting them. In other words, according to Collins Dictionary, a framework presents a special set of ideas, convictions, or rules that are used to solve certain problems or to decide what needs to be done.

Thus, research is a process that results from a problem to a reliable solution through systematic and planned collection, analysis and interpretation of data (Singh, 2006, pp.1).

At the same time, the research process involves a series of actions or steps needed to realise an efficiently achieve research: problem selection, hypothesis formulation, data collection and analysis, formulation and testing of conclusions to determine hypotheses (Kothari, 2004, pp.1 and Singh, 2006, pp.10-11).

In this context there are a set of phases to build a research in management and economy (Zaiț and Spalanzani, 2006, pp.97):

Phase 1 involves addresses the problem: Identifying and analyzing a research problem is the first and most important step in a research (Singh, 2006, pp.23).

Phase 2 involves solving the problem by clearly identifying the purpose and objectives of the research.

Phase 3 builds the theoretical framework and in phase 4, field test are being prepared and conducted.

Phase 5 involves data analysis and in phase 6 the first conclusions are made.

In Phases 7, 8, 9, and 10, the first conclusions are drawn with the theory and the new facts, which means that there is a preliminary test. Then follow the theoretical or practical test, which is final. Finally, the text is written and then the results are communicated (Zaiř and Spalanzani, 2006, pp.97).

In this regard, we aim to identify how the research framework in the management and international affairs is used from the perspective of PPOR (problem, purpose, objective, research strategies), providing a framework for future research.

2. Methodology

The purpose of this article is to identify how the research framework in the management and international affairs fields is used from a PPOR perspective (problem, purpose, objective, research strategies¹). At the same time, for this purpose of this article, we selected the best articles as examples of good practice in management and international affairs fields.

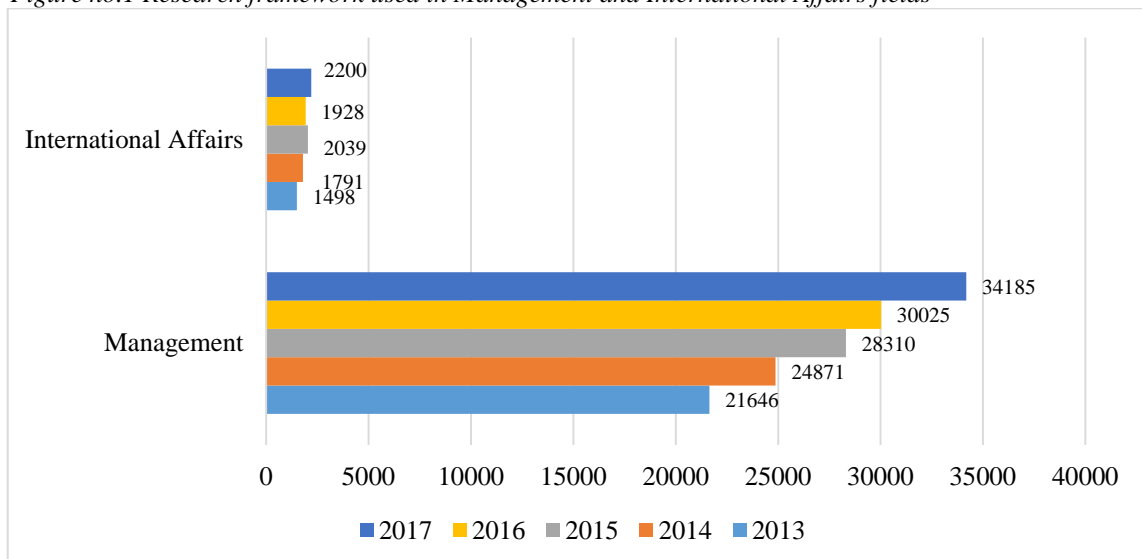
In this regard, we have conducted a systematic literature review, based on the research published in the ScienceDirect database.

The method of reviewing the literature used in this study includes six phases: identifying the time horizon, selecting the database, selecting the journals, selecting the articles, classifying the articles, and analyzing the process.

3. Results

Phase 1 - Time horizon: The analysis period covered the last 5 years between 2013-2017. In this case we have selected the most relevant and newest articles published in the last 5 years in the management and international affairs fields. In addition, from 2009 to 2017, there is an increase in the number of publications in management field dealing with this topic roughly 10%. In contrast, in the international affairs field we see an in the three years 2013-2015 roughly increase of 20%, in 2016 we see a roughly decrease of 10%, and in 2017 an roughly increase of 15%.

Figure no.1 Research framework used in Management and International Affairs fields



Source: Authors

Phase 2 - Database Selection: We used the ScienceDirect database as a source to identify the most relevant articles on international business and management fields because it allowed us to apply certain filters that we were interested in: time period, type of article, title of publication, author's name and journal name.

¹ Note: Research strategy refers to methods, tools and techniques (MTT) (Zaiř and Spalanzani, 2006).

Phase 3 - Journal Selection: The research framework used in management and international affairs fields is a subject of interest to researchers from both areas of expertise, whose publications are divided into different journals. Among the journals used: Journal of Cleaner Production, Industrial Marketing Management, Research Policy, International Journal of Information management, Human Resource Management Review, European Journal of Operational Research, Journal of World Business, International Business Review, International Journal of Educational Development and Journal of Cleaner Production.

Phase 4 - Selection of articles: The selection of articles was made by keywords, citations and content relevance. Keyword planner used for articles: research framework management and research framework international affairs.

Only reviewed articles were selected, and after a careful analysis of each article, the final number of items analyzed was 5 articles on management field and 5 articles on international affairs field.

Only articles related to the research framework in management and international affairs fields were included.

Thus, in a general search, we wanted to see how many of the articles published in ScienceDirect discuss the topic of the research framework in management and international affairs fields.

As we can see in the chart no.1 we surveyed the ScienceDirect database for the years 2013-2017 and we achieved: for the keyword research framework management, the database queried 139,006 results, and for the keyword research framework international affairs database queried 8,950 results.

Phase 5 - Classification of the article: For the purpose of this research, articles were classified into the following categories: research framework management 2013 which generated 21,646 articles, research framework management 2014 – 24,871 articles, research framework management 2015 – 28,310 articles, research framework management 2016 – 30,025 articles, research framework management 2017 – 34,185 articles, research framework international affairs 2013 which generated 1,498 articles, research framework international affairs 2,014 which generated 1,791 articles, research framework international affairs 2015 – 2,039 articles, research framework international affairs 2016 – 1,928 articles and research framework international affairs 2017 – 2,200 articles.

Out of these articles were excluded: press articles, viewpoint articles, books and articles presented in the conference. In addition, this research has focused on empirical studies that have a research framework.

Phase 6 - Analysis Process: The purpose of the analysis process was to understand in detail how the research framework has evolved in management and international affairs fields.

4. Findings

Table no. 1 Research framework in management and international affairs fields used from the PPOR perspective

References	Problems	Purpose	Objectives	Research Strategies	Other observations
International Affairs					
Gahm,C., et al. (2015)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Empirical analysis of the LR - 87 EES articles - 1990-2014 (energy-efficient scheduling) - Case studies	Develop a research framework for energy-efficient scheduling
Barron et al. (2017)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Abductive approach - Case study of Toyota Motor Europe's European & Government Affairs Division and the Hyundai Motor Company Brussels Office - Semi-structured and in-depth interviews (2014-2016)	

Martineau, C et al. (2016)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Analysis of 121 specialized articles	
Wen, W et al. (2017)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Survey applied in 8 Chinese universities as follows: a total of 1674 students, of which 937 Asian students, 257 European students, 101 North American students, 207 South American students, 140 students from Africa and 20 Oceania students.	
Annarelli, A. et al. (2016)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Analysis of specialized articles selected by Product Service System keyword - 224 articles from 1988-2016 were analyzed	
Information Management					
Ngai, T. and Moon (2015)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- 46 articles on social media research were consolidated and analyzed, including empirical studies spanning from 2002 to 2011	Mediators and moderators variables.
Key account management					
Ivens, et al. (2016)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Case study - Develop a model of firm-internal KAM networks - Explore the fundamental structure of model empirically - 35 in depth interviews - Analysis of documents from a large international pharmaceutical firm	
Supply chain Management					
Dubey et al. (2015)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- The questionnaire was emailed to a total of 34 experts out of which 28 exploitable responses were considered for the study. Response rate of 82.4%.	Total Interpretive Structural Modeling
Human Resource Management					
Renkema et al. (2017)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Analysis of 88 empirical multilevel HRM studies.	
Interdisciplinary research management					
König et al. (2013)	The problem is clearly presented.	The purpose is clearly presented.	The objective is clearly presented.	- Case study - Content analysis of working documents and contracts - Team-reflected experience and documented action analysis - Review of the inter- and transdisciplinary management and organisation management literature.	The SENSOR management structure

Source: Authors

As can be seen in Table no.1, we have included only the specialized articles that respected the research framework related to: problem, purpose, objectives and research strategies because we wanted to provide examples of good practice on the research framework in management and international affairs fields to be used by other researchers in future publications.

What we have noted in both management and international affairs fields is that the research themes or topics come from a clear and concrete problem of an organization, institution, or business that needs some solutions to the problem or problems it faces. In addition to both fields, researchers need to be aware of the new trends in the field.

Regarding the research strategy from 5 articles on management and international affairs, we found 2 articles that had case studies both in the management and international affairs fields.

We have found an empirical analysis on the international affairs field and three empirical analyzes in management field, the interview we found in both fields (1 item per domain), the survey was found in both domains (1 item per domain), and one article in management field we found the content analysis.

Content analysis was found in three articles in the international affairs field and one article in management field. In a one article in management field we found the analysis of mediators and moderators variables and also in management field we found the development of a model or a modeling structure.

These research strategies are applied depending on what the researcher wants to find out in response to the problem he is embracing, but one can also consider a mix of methods, tools and techniques that will lead to the emergence of new unexpected solutions to problems, the development of new models, hypotheses or paradigms in the two management and international affairs fields.

5. Conclusions

The purpose of this research was to identify articles based on the methodological nature of the research. In this regard, the articles were grouped according to the problem, purpose, objectives and research strategies. In addition to the above analyzes, two descriptive details have been added, such as references and other observations.

As a result of the chart no.1, it was found that in the management field there are several specialized studies that deal with this topic as opposed to the international business field. This is because the management field includes several interest areas such as: human resource management, general management, information management, supply chain management, key account management and so on.

It is also very important that the problem, purpose, objectives and research strategies be clearly and concisely expressed in an article so that the reader can understand what the researcher meant. In addition, specialized studies should also be open to ordinary people and not just to researchers, academics, teachers and students. We believe that research should be easy to understand and implement by the people concerned in order for the economic society to develop at a rapid alert.

6. References

- Annarelli, A., Battistella, C., Nonino, F., 2016. Product service system: A conceptual framework from a systematic review. *Journal of Cleaner Production*, Volume 139, pp.1011-1032
- Barron, A., Pereda A., Stacey, S., 2017. Exploring the performance of government affairs subsidiaries: A study of organisation design and the social capital of European government affairs managers at Toyota Motor Europe and Hyundai Motor Company in Brussels. *Journal of World Business*, Volume 52, Issue 2, pp.184-196.
- Business Dictionary, Available at: <<http://www.businessdictionary.com/definition/framework.html>> [Accessed 15 November, 2017].
- Collins Dictionary, Available at: <<https://www.collinsdictionary.com/dictionary/english/framework>> [Accessed 15 November, 2017].
- Dubey, R., Gunasekaran, A., Papadopoulos, T., Childe, S.J., Shbin, K.T., Wamba, S.W., 2015. Sustainable supply chain management: framework and further research directions. *Journal of Cleaner Production*, No. 142, pp.1119-1130.
- Gahm, C., Denz, F., Dirr, M., Tuma, A., 2016. Energy-efficient scheduling in manufacturing companies: a review and research framework. *European Journal of Operational Research*, Volume 248, Issue 3, pp.744-757.
- Ivens, B.S., Pardo, C., Niersbach, B., Leischnig, A., 2016. Firm-internal key account management networks: Framework, case study, avenues for future research. *Industrial Marketing Management*, 58, pp.102-113.
- König, B., Diehl, K., Tscherning, K., Helming, K., 2013. A framework for structuring interdisciplinary research management. *Research Policy*, 42, pp.261- 272.

- Kothari, C.R., 2004. *Research methodology. Methods and Techniques*, New Age International (P) Ltd., Publishers, New Delhi.
- Martineau, C., Pastoriza, D., 2016. International involvement of established SMEs: A systematic review of antecedents, outcomes and moderators. *International Business Review*, Vol. 25, Issue 2, pp.458-470.
- Ngai, E.W.T., Tao, S.S.C., Moon, K.K.L., 2015. Social media research: Theories, constructs, and conceptual frameworks. *International Journal of Information management*. 35, pp.33-44.
- Renkema, M., Meijerink, J., Bondarouk, T., 2017. Advancing multilevel thinking in human resource management research: Applications and guidelines. *Human Resource Management Review*. Volume 27, Issue 3, September 2017, pp.397-415.
- Singh, Y.K., 2006. *Fundamental of research methodology and statistics*, New Age International (P) Limited, Publishers, New Delhi.
- Wen W, Hu D., Hao J., 2017. International students' experiences in China: Does the planned reverse mobility work? *International Journal of Educational Development*.
- Zait, D., Spalanzani, A., 2006. *Cercetarea în economie și management*, Editura Economică, București.