KENYATTA UNIVERSITY

SCHOOL OF BUSINESS

Postgraduate Dissertation Handbook
(For Students and Supervisors)

Prepared by PhD and MBA Coordination Office 2012

INTRODUCTION TO THE GUIDELINE

The school of business offers several postgraduate programs at Master's and Doctoral levels with a significant emphasis on research as one of the examinable areas. As part of the efforts of the school to facilitate research students timely completion of their required academic research, this guideline has been compiled in consultation with the requirements of the Graduate school of Kenyatta University to offer basic guidelines to postgraduate students on critical areas facilitating uniformity and standardization in academic research and thesis writing.

SECTION ONE: GENERAL REQUIREMENTS OF RESEARCH PROJECT/THESIS

1.1 Introduction

To ensure quality and timely completion of a research project, clear guidelines and procedures are necessary. Therefore, the main purpose of this handbook is to define the policies and procedures necessary for the preparation of research projects/theses in line with the requirements of the school of business, Kenyatta University. The first section of this handbook provides a summary of important general requirements to be met when preparing a research project/thesis and the format of the research proposal.

1.2 Quality Requirements of Research Projects/Theses

For students seeking to complete postgraduate degrees at Master's and Doctoral levels, the school of business emphasizes quality of academic research. Quality is generally defined as conformance to requirements or fitness for purpose. The postgraduate level project demonstrates the student's readiness to join the community of scholars and practitioners in advancing the knowledge and practice in the real world of business. Consequently, students are expected to produce quality research projects/thesis that:

- Make contribution to the knowledge in the discipline,
- Address current problems of interest to the practitioners,
- Demonstrate a mastery of a specialization area within the program of study
- Reflect the integration of practice and scholarship, and
- Are of publishable quality.

The school assigns project /theses supervisors to research candidates to direct students to research areas that will satisfy these requirements; and ensure that research proposals and conceptual designs provide the foundations for high quality work. The research strategy, scope and academic rigor should be consistent with the highest level of research project that is expected in the discipline of study for each candidate.

1.3 Research Project / Thesis Prerequisite

Postgraduate programs in the school of business are taught and examined through course work and research projects or thesis. The major pre-requisite for a candidate to embark on the research project is completion of the prescribed course work; and subsequent registration of

the research project unit or thesis; submission of a concept paper to the MBA and PhD coordination office; and developing a detailed research proposal for the intended research project/thesis. The research proposal should focus on the student's area of specialization within their postgraduate degree program, for example, Strategic Management, HRM, finance, Project management, Information systems, marketing, entrepreneurship, and operations management.

1.4 The Research Proposal

The school expects each candidate to develop a research proposal for the intended research. The research proposal is a blue print or a plan for an intended study. Research proposal preparation is essential in the development and pursuit of a research endeavor. The quality of the final research project/ thesis often depends on the quality of the research proposal. Consequently, each student must develop a comprehensive research proposal before submission for oral examination.

The research proposal for the project/thesis should consist of three major chapters, including introduction, literature review and methodology. In addition, to the three major chapters, the research proposal should also provide an abstract, reference or bibliography, implementation schedule and, implementation budget. The three major chapters or sections (introduction, literature review, and methodology) of the research proposal should correspond to the first three sections of the research project report in terms of quality and comprehensiveness. The only difference being that, the introduction and methodology sections are written in present or future tense in the research proposal and past tense in the research project report.

1.5 Format and Type Requirements

1.5.1 Length, Spacing and Font Size

Double line spacing and a standard font size of 12 should be used for the text and front matter materials except for the title page and tables where different line spacing and fonts may be used. The final document should be of laser print quality. The print quality should be dark and clean.

1.5.2 Margins

The margins throughout the report or manuscript should be at least 25mm or 1 inch on the right, top and bottom. The left hand margin must be set to 30mm or 1¼ inches to allow for binding. See Graduate research guide also.

15.3 Numbers and Percentages

Numbers in texts should be typed in "Arabic numbers". For example chapter 1, table 2.1 or figure 3.1. A sentence cannot begin with a number. A number beginning a sentence must be spelt out in words. For example: "Twenty-five of the union representatives rejected the employer's offer". Similarly, percentages should be written in words when they begin a sentence. For example, "Sixty-five percent of the senior managers in the company were local citizen.

1.5.4 Version of English

The school recommends the use of clear UK English language which will contribute to a positive assessment of the dissertation. If the candidate is using a spell-check facility he/she should ensure that it is set to "UK English" and not to an American version. This is very important because a number of words are spelt quite differently in American English. The proper and clear presentation of the candidate's work includes consistent and accurate spelling, grammar, punctuation and formatting. The dissertation should not contain any spelling errors by the time it reaches its final draft. It is permissible for the candidate to ask a colleague to check the spelling and grammar. A supervisor should assist the candidate by not allowing the dissertation to be submitted in its final form until any required corrections have been made.

1.6 Research Proposal /Project/Thesis format

Students are expected to compile their proposals to follow the format shown below:

Preliminary pages:
- Title page
- Declaration
- Dedication
- Acknowledgement

- Table of contents
- List of tables
- List of figures
- Operational Definition of terms
- Abbreviation and Acronyms
- Abstract

The text
- Chapter One: Introduction
- Chapter Two: Literature review
- Chapter Three: Methodology

Only these three are required at the proposal stage

- Chapter Four: Research findings
- Chapter Five: Summary, conclusions and recommendations
- References

Appendices:

- Questionnaire

- Research permit

- Research budget ⎤ These two are only required at the
- Research program ⎦ proposal stage

The exact nature of the contents and style of writing expected for each of the areas of the proposal is discussed in the remaining part of this section one of the guideline.

1.7 Title page

It includes the research title, author's name and affiliation.

i. Title

- A concise statement of the main topic and should identify the variables.

- Should be a reflection of the contents of the document.

- Fully explanatory when standing alone.

- Should not contain redundancies such as 'a study of …… Or 'an investigation of……

- Abbreviations should not appear in title.

- Scientific names should be in italics.

- Should contain maximum of 15 to 21 words.

  Examples of some defined research titles:

- The influence of contextual factors on the performance of banks in Machakos county, Kenya

- Teacher-parental factors affecting students' performance in secondary schools in private secondary schools in Embu Municipality, Kenya.

- Factors affecting the implementation of customer care programs in primary teacher training colleges in central Province of Kenya.

- The moderating effect of gender on the relationship between employee stress level and organizational performance among publicly quoted companies in Kenya.

ii. Author's name and affiliation.

- Preferred order of names-start with surname, middle followed by first name.

- Full names should be used, initials should be avoided

- Titles like Sir. Mr. Mrs. Prof. Dr. etc. Should not appear in the names.

Example: Nkuru Ngugi Gift

iii. Author's affiliation

Affiliation should be well illustrated and the year should follow at the bottom of the caption.
An example is shown below:

> '*A thesis/research project submitted to the School of business in partial*
> *fulfillment of the requirement for the award of the degree of (e.g Master of*
> *Science in Entrepreneurship) Kenyatta University*
>
> *January, 2012*

Example of Title Page

EFFECT OF COMPETITIVE STRATEGIES ON THE PERFORMANCE OF COMMERCIAL BANKS IN MERU TOWN, KENYA

MUTHAARA ALICENT KALENYWA

D53/CTY/PT/24412/2010

A RESEARCH PROPOSAL SUBMITTED TO THE SCOOL OF BUSINESS IN PARTIAL

FULFILMENT FOR THE AWARD OF DEGREE IN MASTER OF BUSINESS

ADMINISTRATION OF KENYATTA UNIVERSITY

JANUARY, 2011

1.8 Declaration

It should include both the candidate's and the supervisor's declaration and duly signed.

Declaration by candidate:
This proposal/ thesis is my original work and has not been presented for a degree in any other University

……………………………. ……………………………………

Signature Date

Name of candidate and Reg. number

Declaration by supervisor:

I/We confirm that the work in this proposal/thesis was done by the candidate under my/our supervision

……………………………   …………………………………

Signature   Date

Name of supervisor(s), department, school and university

For and on behalf of Kenyatta University

……………………………   …………………   This is required for projects only

Signature   Date

Name of chairman, department, and school

1.9 Dedication (optional)

1.10 Acknowledgement

This is to appreciate the people who have assisted you direct or indirect the course of your study. You should begin with appreciating your supervisors who have walked with you the entire journey of your study. As a rule of the thumb abstract shouldn't be more that 150 words.

1.11 Table of Contents

- The rubric should be in title case and single spaced.
- The chapter titles should be in caps and bold.
- The subheadings should follow each chapter title and should be in lower case.

1.12 List of tables

- This should capture the title and page number where the table is found.
- The numbering style should be two numbers level
- Titles for Tables should be placed above the table

Example Table 3.1: Distribution of Target Population…………………….………21

1.13   List of figures

- This should capture the title and page number of the figure where figure is found.
- The numbering style should be two numbers level
- Titles of figures should be placed below the figure

1.14 Operational definition of terms

- Define terms in the text that are not common but as used in the study.

1.15 Abstract

This is a brief statement of the problem, objectives of the study, target population, sampling technique and sample size, instruments, data collection, data processing and analysis, key findings and major recommendations. The abstract is required for all research projects. The purpose of the abstract is to provide a clear and concise summary of the:

- Purpose or problem
- Methodology used
- Major findings and conclusions
- Major recommendations or suggestions for policy and future research

> This is required when writing the final thesis

The abstract should be approximately 300 - 400 words. It should be prepared after the three chapters of the proposal or the five chapters of the project/thesis or the major sections of the proposal or project have been written but presented as front matter material in terms of sequence. The abstract is usually a one block, single spaced and without citations.

Note: paginate using roman numbers starting with the declaration page which is roman ii.

Chapter one: Introduction

The introduction section of the proposal should include:

1.1 Background of the problem

In this section, the researcher defines the context of the study by providing a brief discussion of key theoretical approaches and findings reported in earlier related studies. Trends related to the problem, unresolved issues and social concerns are discussed. Authoritative sources or citations should be provided in the section. It's important to the following:

- Should show understanding and genesis of the problem.

- Start with the global perspective followed by the local scenario.

- Should be approximately 5 pages (4-6 pages)

1.2 Statement of the problem

The problem statement describes the need for the research project in terms of the knowledge gap to be filled. The researcher should present a clear and precise statement that indicates the gap that previous research studies have not addressed. Authoritative sources or citations should be used to support the problem statement.

Note; Length – maximum 2 pages

1.3 Objectives of the study

1.3.1 The study or general objective

- In this section the major research objective is addressed. The purpose statement should emphasize practical outcomes or products of the study. For example, "The purpose of this study was to determine (measure, examine, or evaluate) factor that influence entrepreneurial behavior in family businesses". Note that study should have one general objective which should be in line with the title.

- The Specific objectives – have to be in line with the variables the candidate hypothesizes to influence the phenomenon being investigated. Should be a breakdown of the general objective.

- Hypothesis/Research Questions; should be in line with the specific objectives and equal in number. Should be stated in the form of questions and not statements. The hypothesis should be stated if the study involves experimental designs or statistical tests. However, most often research questions are preferred. The research questions need to be broad enough to allow further breakdown into questionnaire or interview guide items for the data collection. On the average 3-5 research questions are sufficient.

1.4 Significance of the study

Should illustrate why the researcher is conducting the research and whom it shall benefit. In this section the researcher describes the values or the benefits that will accrue from doing the study. The significance of the study is concerned with the relevance of the problem both to the practice and theory. That is, does the study explore an important question, meet a recognized need or make a useful contribution to practice and theory. Much value is placed on doing research, which has primary value for the solution of practical oriented business problems.

1.5 Scope of the study

This is the kind of a disclaimer. It should cite the focus of the study geographical area or target group/population/depth of focus in concepts or variables. In this section, the researcher describes the focus or scope of the study to enable an enthusiastic reader to make generalization of the findings.

1.6 Limitation of the study

This brings out the perceived factors which might affect the research in the course of the study. It should also show the suggested methods which are supposed to deal with the problem. The limitations should not be stated in terms of time or financial resources constraints. Researchers are expected to plan and implement research projects within the available time and financial resources.

1.7 Organization of the study

It is always important to provide structure on the organization of the proposal/project/ thesis section for example:

This thesis is structured as follows: the foregoing chapter one provides the research background, research objectives, significance of the study, scope, and the limitations encountered in the course of the study. Chapter two presents literature review on the determinants of ICT adoption by SMEs and a conceptual framework.

Chapter three deals with the methodology employed in the study; the study findings and their interpretation are presented in chapter four; while chapter five has conclusions of the study and the policy implications.

Note:

- Paragraphing should be consistent. Either leave space or indent between paragraphs.
- Spacing and indenting should not be used together.
- One sentence paragraphs are unacceptable. A paragraph should have a minimum of five sentences.

Chapter Two: Literature Review

2.1 **Introduction**

Literature review is a critical look at the existing research that is significant to your project. However, start this chapter with an overview of contents of the chapter. This should be very brief and precise.

2.2 Theoretical review

This section should discuss current/relevant theory that supports the research problem been studied. For example in marketing problem particularly consumer related, the underlying marketing theory relevant to your project e.g. Consumer behaviour, brand research, customer satisfaction) should be discussed.

2.3 **Empirical Review**

This literature review section of the proposal should present a review of the literature related to the problem and purpose. The literature review section should therefore be organized or categorized according to the research questions or specific objectives in order to ensure relevance to the research problem. It should be written using appropriate writing style of the American Psychological Association (APA) style as recommend by the school of Business of Kenyatta University. Cite 3-5 references per key section in the text. Review the empirical

literature relevant to the problem being investigated showing clearly the linkage of literature review to the research questions. During literature review, it's important to note the following points:

- You should *evaluate* what has already been done, show the *relationships* between different works, and show how it relates to *your* project.

- Refer to work by recognized experts in your chosen area

- Consider and discuss work that supports and work that opposes your ideas

- Make reasoned judgments regarding the value of others' work to your research

- Support your arguments with valid evidence in a logical manner

- Distinguish clearly between facts and opinions

- Ensure the review is done chronologically

- Each key variable should be 2-3 pages long.

- The hypothesized variables should be subheadings of the literature review to form a framework that would help in analysis.

- It is not supposed to be just a summary of other people's work but Critique of the existing literature relevant of the study

- Review and critique any previous studies. For the review to be critical, you will need to develop critical judgment.

- Indicate what has been done by other researchers including the methodologies used and identify the gaps.

- The emerging Research gaps.
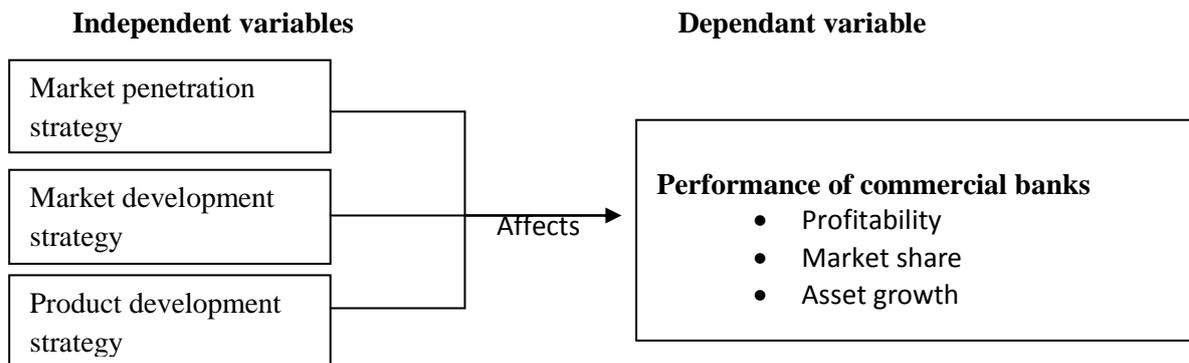
2.4 Summary of literature and Research Gaps

This sub-section is supposed to summarize the literature reviewed and bring out clearly the research gaps identified, if possible in a table format

2.5 Conceptual framework

The Conceptual framework should demonstrate an understanding of what variable influences what. For example using the topic below

Topic: The effect of intensive growth strategies on the performance of commercial banks in, Kenya.

The variables could be: innovative products, technology, Corporate Social Responsibility (CSR), staff training and branch network. This could be conceptualized as shown below

Independent variables

| Market penetration strategy |
| Market development strategy |
| Product development strategy |

Affects →

Dependant variable

Performance of commercial banks
- Profitability
- Market share
- Asset growth

Figure 2.1: Conceptual model

Source: (Author, 2010)

Chapter Three: Methodology

3.1 Introduction

The research methodology section of the proposal should provide explanation and description of the methods and procedures to be used in conducting the study. Research methodology is an important chapter in research work. It is important to start this chapter with an overview of contents of the chapter. This should be very brief and precise.

3.2 Research design

In this section, the researcher should identify, and provide justification for the specific research design or strategy used in carrying out the study. Research designs include exploratory, descriptive, causal, or quasi experimental. The research design should emphasize on defining the design, revealing its merits and providing justification for its selection. In experimental study, the tests, equipment and control conditions should be described.

3.2.1 Research Philosophy

Research philosophy is important in the development of the research background, research knowledge and its nature (Saunders and Thornhill, 2007). Furthermore research philosophy can also be described as a paradigm which involves a broad framework, which comprises perception, beliefs and understanding of several theories and practices that are used to conduct a research (Cohen, Manion and Morrison, 2000). A paradigm is a way of thinking about and conducting a research. It is not strictly a methodology, but more of a philosophy that guides how the research is to be conducted. Research paradigm and philosophy comprises various factors such as individual's mental model, his way of seeing thing, different perceptions, variety of beliefs towards reality, etc.

It is necessary for the researcher to understand the philosophical position of research issues to understand the different combination of research methods. 41

3.2 **Empirical model**

It is possible to build a mathematical model solely out of the abstract concepts. However, if the models are to be made to confront reality it is through the data that the confrontation happens. This section is supposed to capture the empirical model to be used in testing the research hypothesis. The candidate should just why the chosen model fits his or her study.

3.2.1 Operationalization and measurement of Variables

This sub-section is supposed to identify and operationalise the key variables (independent and dependent variables) of the study. The operationalized should be based on how the variable has been used in the current study. The criteria of measurement to be used should also been give. For example

Variable	Type	Operationalization	Measurement	Hypothesised direction
ICT adoption	Dependent	Three and above Integrated departments=1 otherwise=0	Scale of 1-2	none
Organizational	Independent			

3.3 Target Population

The researcher should identify and describe the characteristics of the population involved in the study. Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. Population forms a basis from which the sample or subjects for the study is drawn. Clearly identify the population and the target population and its size and characteristics. Justify the source of the target population. Where necessary provide the Sampling frame in the form of a table.

3.3 Sampling design

In this section, details description of sampling method and the actual sample size should be provided. Sampling methods may include probability and non-probability techniques. In non-probability sampling designs, the elements in the population do not have any probabilities attached to their being chosen as sample subjects. This means that the findings from the study of the sample cannot be confidently generalized to the population. Typical examples of non-probability sampling techniques include convenience sampling, and purposive sampling.

To ensure fair representation and generalization of finding to the general population, probability sampling technique should be used. Typical examples of probability sampling include simple random sampling, systematic sampling, stratified random sampling and cluster sampling. The sample size should, therefore, be representative of the general population.

3.5 Data collection instruments

The researcher is supposed to discuss the type of data which will be collected. This should be followed by the instruments to be used to collect the data. In this section, the researcher should describe the major methods for collecting data from the subjects. The major methods for obtaining data in a study may include interviews, questionnaires and observation techniques. The data collection instruments should be developed and organized on the basis of the research questions or specific objectives to ensure relevance to the research problem. A description of the instruments should be given, whether they are researcher developed or standardized instruments. A description of the nature of instrument items, validity and reliability, and administration procedures should be provided.

It is worth noting that for primary data the researcher can use more than one instrument, in such a case he/she should justify why used more than one method. In addition, the researcher should operation which part of the questionnaire/questions will address which objective (s).

3.6 Data collection procedure.

After development of the data collection instruments what next? This section describes step by step which will be followed in data collection. It should discuses which method(s) to be used to address Validity and reliability of the study instruments. Such methods include pilot-testing, Cronbach alpha, test-retest method among others. Beside this the researcher should discuss the method of administering the data collection instruments, justify the use of such method. Issues related to research permit, research assistants should also be discussed. Finally the research should state the approximate time required to collect the data.

3.8 Data analysis and presentation

This should present detailed steps of how the quantitative and qualitative data will be analyzed. For quantitative data it should included descriptive statistics and inferential statistics to be used, also show which of these will be used for which objective or hypothesis. Descriptive statistics include frequencies, measures of central tendencies (mean, medium or mode) and measures of dispersion (standard deviation, range or variance). Inferential statistics involve measurement or relationships and differences between or among the variables. Inferential statistics include correlation, regression and analysis of variance among others.

The qualitative data analysis technique used should be content analysis. The candidate should also explain how Type I and Type II errors will be controlled. In addition, the researcher should include, the procedures used to examine the variables and steps taken to control for extraneous influences that might threaten the findings of the study. Finally the section should explain how the results of data analysis will be presented and justify why use that specific method of presentation.

<center>**SECTION TWO: PROJECT/THESIS MATTER**</center>

2.1 Introduction

Research project/thesis reports consist of three main sections, the preliminary section or front matter, the text or body and appendices or annexes.

2.2 The Front Matter

The front matter or preliminary pages in a research project should be retained form the proposal stage. However, a few issues need to be adjusted. Such issues include:

- The word proposal should be replaced with project/thesis

- The abstract should be expanded to include findings and recommendations

- The tense should be modified from future tense to past tense

The Text or Body of the project/Thesis

The majority of research projects in business, economic and social sciences follow a five-model chapter. The major sections in the five-model chapter include:

- Chapter 1: Introduction
- Chapter 2: Literature Review   Already discussed at the proposal stage
- Chapter 3: Methodology
- Chapter 4: Research Findings
- Chapter 5: Summary, Conclusions and Recommendations.
- REFERENCES

    APPENDICES: Instruments (e.g. questionnaire), Research permit

STRUCTURE OF PROJECT REPORT/THESIS

    The Thesis/Report will include the above three chapters plus;

Chapter Four: Research Findings

4.1 Introduction

This is generally the longest section of the research project. The objective is to present and explain the data rather than draw interpretations or conclusions. The findings should be presented and analyzed on the basis of the research questions, specific objectives or hypotheses.

Tables and figures should be used to present quantitative data when appropriate. A brief description in words of what is shown in the table or figure should be provided. A general rule is to prepare the table or figure and the text, in such a way that they can stand alone in describing the outcomes of the study.

4.2 Analysis of Response rate and descriptive statistics.

This provides the response rate of all questionnaires issues and justification of why that response rate is adequate for data analysis. It is important to note that a response rate of at least 50% and above is recommended. Further this section provides the descriptive analysis of the background information using the descriptive statistics.

4.3 Inferential analysis

i)   This should be guided by the methodology and the objectives/hypothesis.

ii) Table titles should be at the top of the tables and figure titles should be below the figure

iii) All tables and figures should have source written below them. The source should be Survey data and the year when the data was collected shown. The interpretation of results of data analysis should be below the table or figure followed by detailed discussion in light of the empirical literature reviewed. The discussion should focus on the major findings of the study and should be organized or structured according to the research questions, specific objectives or hypothesis. The discussion should provide interpretation of the results by comparing them to the findings of previous studies or theoretical background presented in the literature review.

Chapter Five: Summary, Conclusion and Recommendation

5.1   Introduction

The section should start with a brief summary of the structure or organization of the chapter.

5.2   Summary

The final chapter of the research project should provide a summary of important elements including the purpose of the study and research questions or specific objectives, methodology used and major findings or results.

5.3   Conclusion

In this section, major conclusions drawn from the research findings should be presented.

Conclusions should be drawn on the basis of research questions or hypothesis.

5.4   Recommendations

Should be derived from the conclusions; Research projects/thesis should provide recommendations for practice or improvement and for further studies. In applied research recommendations are often provided for practice or improvement. In this case the researcher offers suggestions for improvement with justification. 5.4.1

5.4.1 Suggestion for Further Research

Research projects/thesis often pave way for further work; consequently, the researcher should provide suggestions for future research work based on the findings and conclusions generated from the study.

REFERENCES

A project/thesis should indicate the references of materials used in the development of the study.

Reference List

The reference list at the end of the project report provides the information necessary to identify and retrieve each source. Researchers should choose references judiciously and must include only the sources that were used in the preparation of the research project

i. Agreement of Text and Reference List

Reference cited in the text must appear in the reference list; conversely, each entry in the reference list must be cited in the text. The author must make certain that each source

referenced appears in both places and that the text citation and reference list entry are identical. Failure to do so can result in an expensive change after the research project report has been bound.

ii. Reference List Format and Order

The reference list format should provide the author's last name and initials, the year of publication, the title, the city, and publisher in that sequence. The entries in the reference list should be arranged in alphabetical order by the surname of the first author.(See Appendix)

APPENDICES/ANNEXES

This should include:

i) Research Instruments.
ii) Letters of introduction
iii) Research Permits/authorization letter

SECTION THREE: PROJECT/THESIS EXAMINATION

3.1 Introduction

The examination process for project/ thesis in the School of Business, Kenyatta University has 5 stages:

- Submission of the copy of thesis by candidate
- Internal examination by university appointed examiners
- External examination by external examiners
- Oral examination of the candidate by a constituted board of the Graduate school in consultation with the school of business
- Submission of the final hard bound copy thesis

SECTION FOUR: ETHICS IN THESIS/PROJECT WRITING

4.1 Plagiarism in Research Project/thesis

Plagiarism is the presentation of someone else's ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and punishable offense in research projects. Students found guilty of plagiarism get an E grade in research project or may be disqualified from a degree candidacy. Deliberate or accidental plagiarism occurs when a writer draws words, phrases or passages from someone else's work and presenting them verbatim as his/her own work without providing complete documentation or source citation. Deliberate plagiarism may include:

- Copying or downloading someone else's work (a phrase, a sentence or a longer passage) and passing it off as your own without proper source citation.
- Handing in as your own work, a paper you have bought, had a friend write, or copied from another student.
- Summarizing, or paraphrasing someone else's idea without acknowledgement in a source citation.

Accidental plagiarism may include:

- Forgetting to place quotation marks around another writer's words.
- Omitting a source citation for someone else's ideas without acknowledgement in a source citation.

To avoid plagiarism the researcher should always acknowledge other people's ideas that are not common knowledge.

4.1.1 Documentation of Sources

Documentation Styles

To avoid plagiarism in research projects, a researcher is required to acknowledge the sources of words, facts, or ideas borrowed from other scholars. Most academic disciplines or professional bodies require special documentation formats or styles in research project reports. Consequently, the style used should be consistent with the requirements of each discipline. For example, the American Psychological Association (APA) style is commonly used in social sciences, business and economics fields; the Institute of Electrical and Electronics Engineers (IEEE) style is used in electrical engineering and computer science

fields; the Chicago style is used in history, philosophy and humanities; and the MLA style is commonly used as a guide in English and foreign languages fields.

Most professional publications have abandoned the use of footnotes or endnotes as a method of referencing within the text and have adopted instead the author/year method of documentation. The author year method provides the reader with names and dates in the text that can be used to identify complete bibliographic listings in the reference list. One main advantage of the author/year method is that it offers key documentary information where appropriate within the text in order to ensure continuity in reading and economic use of the page particularly where lengthy documentary information is required.

4.1.2 The APA Style

APA style uses the author-date method of citation. That is, the surname of the author and the year of publication are inserted in the text at the appropriate point.

4.1.3 Documentation in Text

Citation of an author's work in text is used to document work, briefly identify the sources for readers, and to enable the readers to locate the source of information in the alphabetical reference list at the end of the paper. The sources of reference chosen should be relevant and current. There are specifications for citations in academic work based on the number of authors, the source of the material and referencing at the end of the document. Appendix…provides details on how to cite.

      iv) **Work by a Single Author**

      v) **Work by Two or More Authors**

      vi) **Corporate Authors**

      vii) **Authors with the Same Surname**

      viii)   **Specific Parts of a Source or Quotation of Sources**

APA style uses the author-date method of citation; that is the surname of the author and the year of publication are inserted in the text at the appropriate point. For example: Human resource management can be defined as the management of activities undertaken to attract,

develop, motivate, and maintain a high performing workforce within the organization (Harvey, 2001).

4.2 Compliance to Regulatory requirements

All research worldwide (involving the collection of data or personal information) is subject to increasingly strict ethical codes and regulation. These codes and regulations vary from discipline to discipline, but are guided by twin pillars of:

- the human rights of the individuals who may be the subjects of the research (in particular the right to privacy) and
- The scientific principle of an honest search for truth, free from bias.

The researcher must be both neutral and objective. Purely *literary* research is not normally subject to regulatory control. The research you are likely to undertake would usually be categorised as Social Sciences Research

4.2.1 Regulatory framework

Research is increasingly subject to regulation by Government and agencies appointed by Government. Kenya is no exception. In Kenya research permits are issued under the management of The Ministry of Higher Education Science and Technology. The practice in Kenyan universities is that individual Research Permits must be obtained for each research project; this entails a personal visit to the Ministry. It goes without saying that the conditions (if any) of that permit are strictly observed. The address for the Ministry is:

Permanent Secretary

Ministry of Higher Education Science and Technology

P O Box 30400

Nairobi

Telephone 020 31 85 81

A research permit is obtained through a formal application to:

> The secretary,
>
> National Council for Science and Technology
>
> Utalii House, 8th floor

In addition to the formal licence, good practice requires that a candidate obtains consent from the chief, sub chief, pastor, director, owner of a business, headmaster/mistress, section head, manager, or anyone whose interest might be touched by the research in question. Special

rules relate to the carrying out of research with children, which should not be undertaken in any event without the formal (written) consent of the parent or guardian. The candidate will also need to be satisfied that the child has the capacity to understand the nature of the question.

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