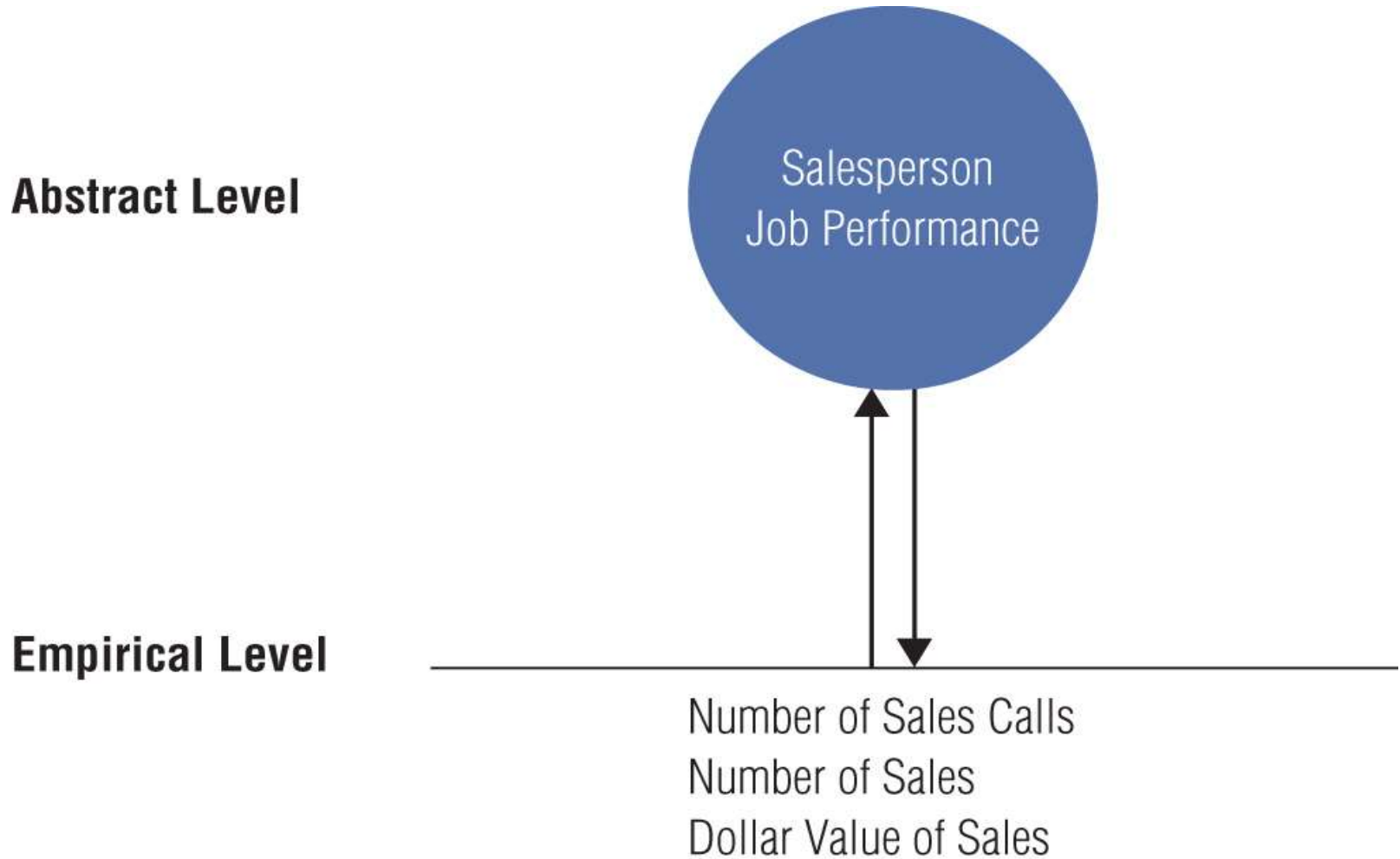


UNDERSTANDING THEORETICAL & CONCEPTUAL FRAMEWORKS

Concepts

- Generalized idea about a class of objects, attributes, occurrences or process that has been given a name.
- Examples:
 - Fruit
 - leadership
 - Innovation
 - Personality
 - Performance

Concepts are Abstractions of Reality



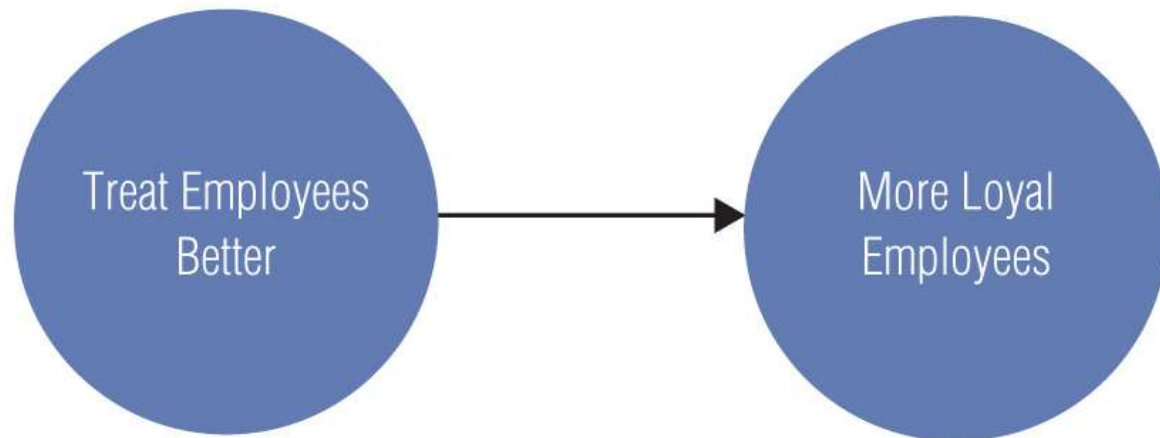
HOW DOES CONCEPT HELP IN OUR RESEARCH?

Concepts and the Conceptual Framework



Research Propositions

- Statements explaining the logical linkage among certain concepts by asserting a universal connection between concepts.
 - Example: Treating employees better will make them more loyal employees.



Variables

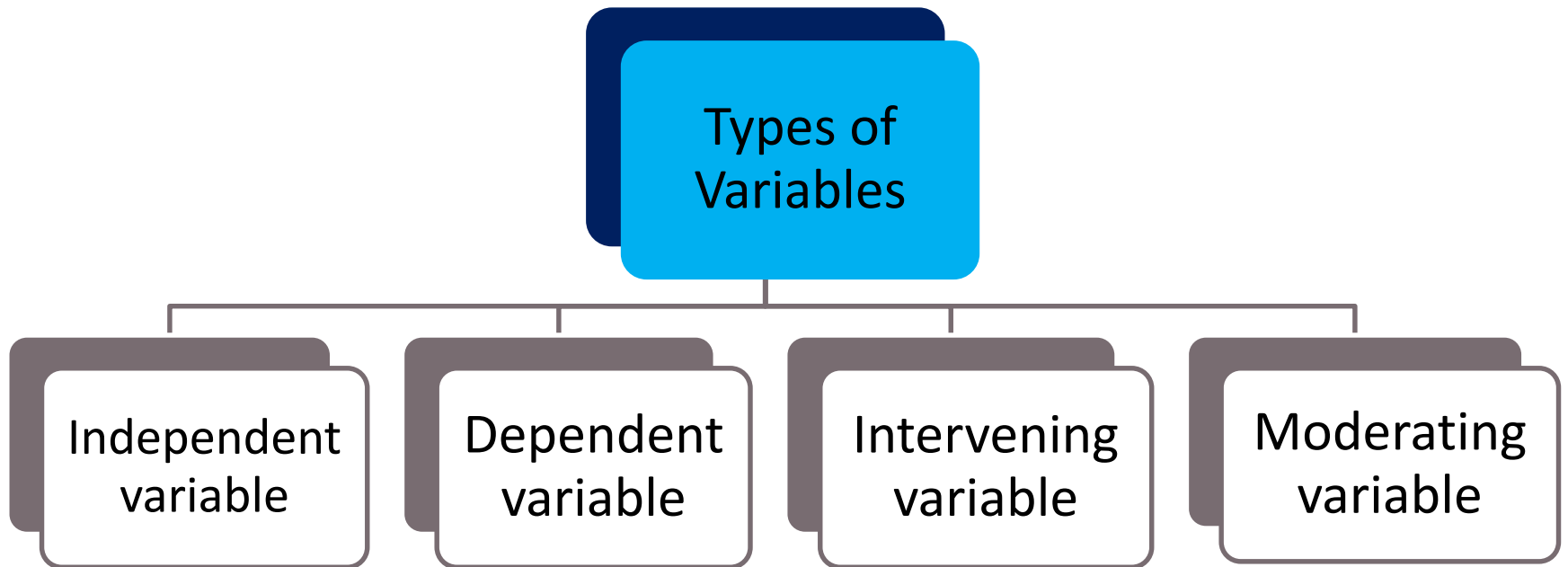
- The empirical assessment of a concept.
- Variables can be observed/measured.

Concepts	Variables
Fruit	Durians, Apples, Oranges..
Leadership	Transformational leadership style, Decision making behavior...
Innovation	Products innovation, Technology innovation, Process innovation
Personality	Extraversion, Aggressive...
Performance	In role performance, extra-role performance...

Theoretical Framework

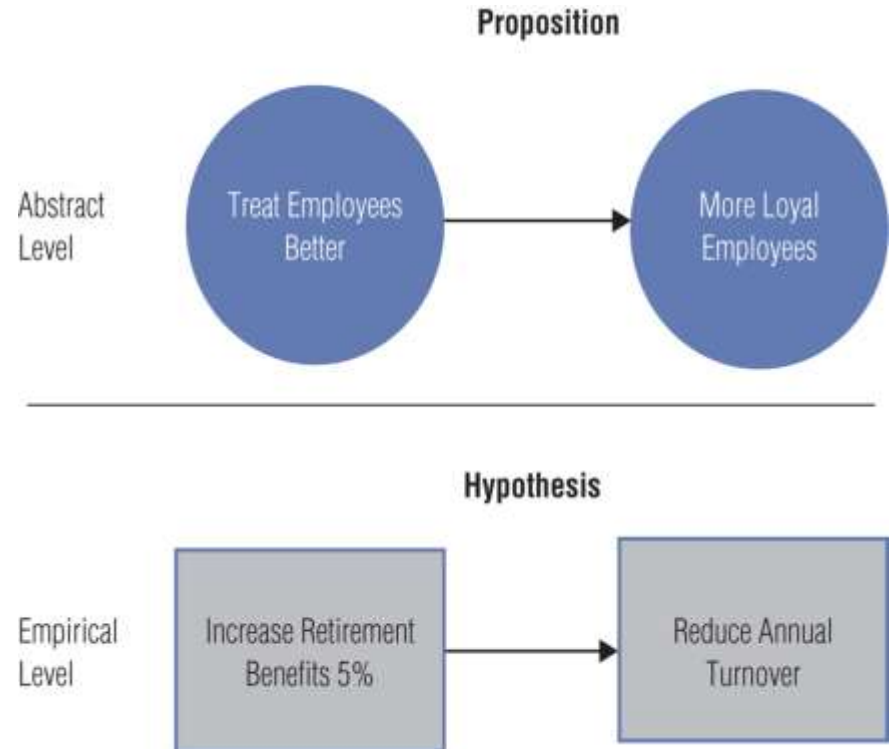
- Identify **variables** that are deemed relevant to the problem through literature survey.
- Represents your beliefs on **how** those variables are related.
- Explanation of **why** you believe these variables are associated with each other (**theory**).
- A **well-supported rationale** and is **organized** in a manner that helps the reader understand and assess your perspective.

Variables and the Theoretical Framework



Hypotheses

- Formal statement of an unproven proposition that is empirically testable.
- Example: Giving employees an increment of retirement benefits of 5% will result in lower employee turnover.



Theory

- A formal, logical explanation of some events that includes predictions or how things relate to one another.
- Goals of Theory:
 - ❖ Explaining
 - ❖ Understanding
 - ❖ Predicting
- Useful resources
 - <https://www.utwente.nl/en/bms/communication-theories/abc/>
 - https://is.theorizeit.org/wiki/Main_Page

Types of Theory

Fawcett, J., and Downs, F. (1986). *The Relationship of Theory and Research*. Norwalk, CT: Appleton Century Crofts.

1. Descriptive Theory

- Describe or classify specific dimensions or characteristics of individuals, groups, situations, or events by summarizing the commonalities found in discrete observations.
- Needed when nothing or very little is known about the phenomenon in question.
- E. g. Germain (1982) conducted an ethnography of an adult oncology unit in a community hospital in order to describe the various roles nurses played, the problems and stresses they faced, their ways of trying to cope with these problems, and the consequences of their behaviors.

Types of Theory

2. Relational Theory

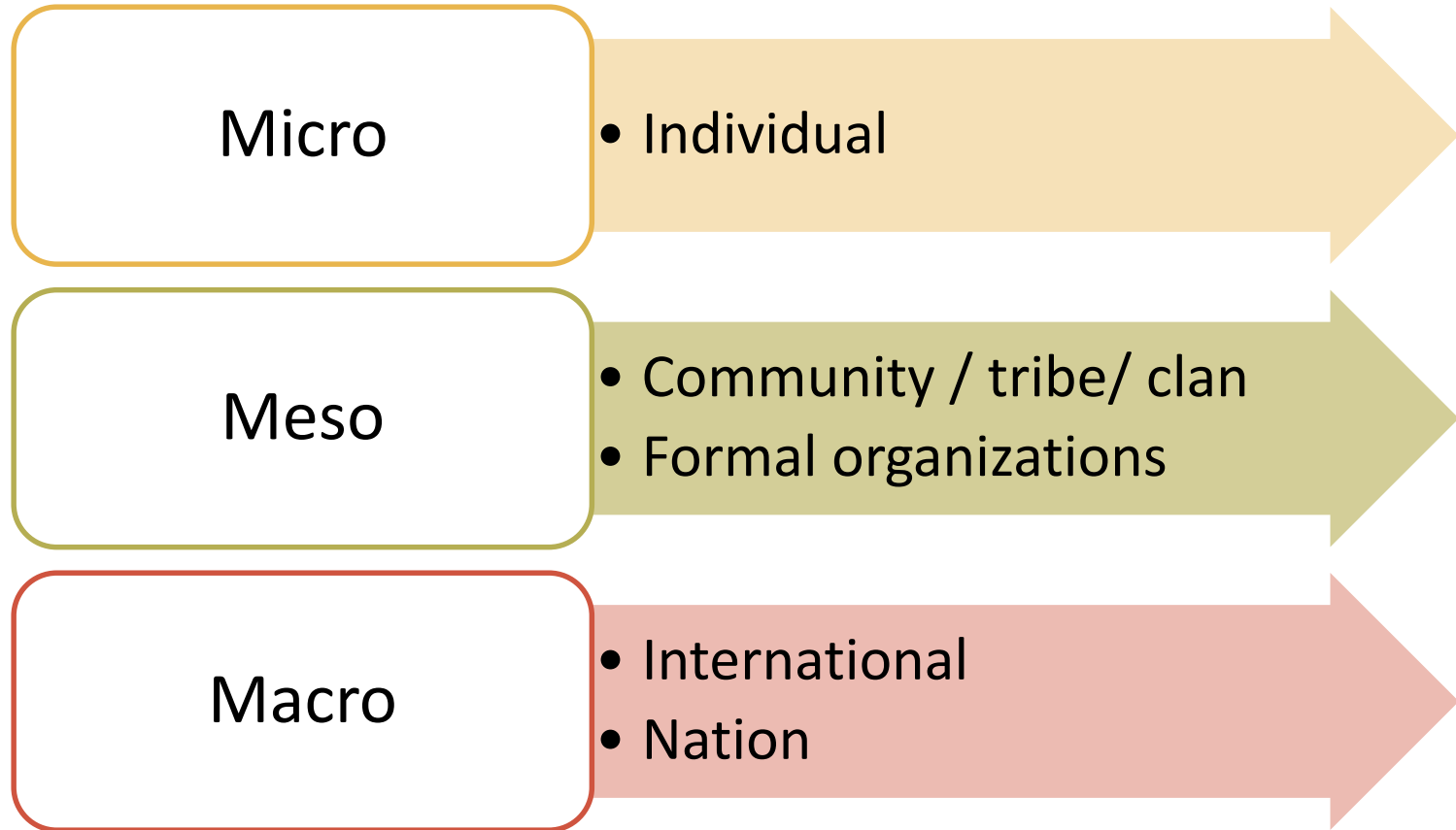
- Relational theories specify relations between dimensions or characteristics of individuals, groups, situations, or events.
- Explains how the parts of a phenomenon are related to one another.
- To what extent do two (or more) characteristics tend to occur together?
- E. g. O'Rourke's study (1983), which developed a theory addressing the relationships among self-reports of somatic, affective, and behavioral symptoms and of current health status; demographic characteristics; and subjective appraisal of psychological well-being.

Types of Theory

3. Explanatory Theory

- Explanatory theories move beyond relational statements to the prediction of precise causative relationships between dimensions or characteristics of a phenomenon or differences between groups.
- This type of theory addresses cause and effect, the "why" of changes in a phenomenon.
- E.g. Ziemer (1983) conducted an experiment to determine the effects of procedural, sensory, and coping strategies information on postoperative coping behaviors.

Levels of Theories



Developing a Theoretical Framework

- Suggested steps:
 1. Introducing definitions of the concepts/variables
 2. Developing a conceptual model that provides a descriptive representation of your theory
 3. State hypotheses

Reasoning

A thought process that takes place which allows us to reach a conclusion.

(i) Deductive Approach – take universal arguments and we arrive at a more micro conclusion. It helps to move from general to specific. Example:

- Premises 1: All nurses wear white uniform at work
- Premises 2: Anne is a nurse
- Conclusion: Anne wears white uniform at work

(ii) Inductive Approach – build a conclusion based on smaller truths or set of beliefs and formulate a universal conclusion. Example:

- Premises 1: My business research lecturer is kind
- Premises 2: My management lecturer is kind
- Premises 3: All lecturers are kind

Thank you

