

Organised by Centre for Business and Management

THE ART OF FRAMING PROBLEM STATEMENT IN RESEARCH

Within the realm of academic research, the problem statement assumes a critical role as the pivotal element upon which the entire investigation process in the research rests. The significance of a well-constructed problem statement in research not only establishes the scope and importance of the study but also serves as a guiding framework for various research stages, including defining the research direction, hypothesis development, presentation of literature review, designing research methodology, selecting appropriate methods of analysis, and effectively disseminating results of the findings. Hence, comprehending the fundamental significance of the problem statement is crucial for engaging in meaningful and influential scholarly investigations that contribute significantly to the field of research.



14 November 2023, Tuesday



10:00 am - 11:30 am



MS TEAMS



1.5 CPD & USSDC points



**PROFESSOR DR.
CHAM TAT HUEI**

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