

# Outline

[Business](#)



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## Introduction

Corporate Social responsibility can be considered as a developed corporate self-regulation function that allows an organization to contribute some valuable aspect to the society or community in return of maximized business profit.

## Research Objective

Gender conflicts within a workplace can be considered as one of the CSR or SD issues that can affect the brand image of organizations among the external and internal stakeholders. The objective of this research is to analyze the gender conflict issues in four leading retail chain organizations, such as Wal-Mart, Tesco, Morrison and Sainsbury.

## Literature Review

Gender conflicts have become one of the major consequences for several leading retail chain organizations within the industry. It is true that these multinational leading retail chain organizations have developed workplace diversity in the business operation process in order to ensure effective knowledge sharing within the workplaces. However, several organizations are trying to maintain gender equality in the workplaces in different global places in order to maintain strong relationship with the valuable internal and external stakeholders (Daft, 2010, p. 21). Application of “ Stakeholder Theory” sustainability theory can be implemented in the study with respect <https://assignbuster.com/outline-proposal-essay-samples/>

to the selected topic issues i. e. workplace gender conflicts in leading retail chain organizations. Gender conflicts can be considered as one of the serious CSR or SD issues that can hamper the social sustainability of an organization (Eifler and Seifert, 2009, p. 269). It is true that the external stakeholders generally take interest in the business operation process and business performance of an organization if that organization successfully meets the developed corporate values, business ethics and social or communal demand (Sims, 2003, p. 104). This research will majorly focus on the application of this theory to analyze the particular issues. Valuable related thoughts and views of different authors have been considered in this part of the research to meet the developed research objective.

#### Research Methodology and Data Collection

There are two types of research methods, such as qualitative and quantitative research methodology. Quantitative research methodology generally deals with the numerical data on the other hand qualitative research methodology generally deals with inner feelings, behaviour and response of the respondents towards asked questions based on the research objective (Kothari, 2004, p. 21). Qualitative research methodology has been selected based on the exploratory nature of the study (Kuada, 2012, p. 57). In addition to this, both primary and secondary data collection process has been adopted in this research work.

#### Analysis

Semi-structured interview process has been adopted in this study. 6 female employees and four store managers from four selected organizations have been chosen as respondents in this interview process. This part of the report will analyze each and every response of the respondents.

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### Discussion and Findings

This part of the research will discuss about the responses that have been gathered during data collection process. An appropriate finding for each and every response will be provided to meet the research objectives.

### Conclusion and Recommendations

This part of the research work will conclude the overall research work including methodology, data collection, and analysis and finding process. Lastly, this part of the research will provide some recommendations to the developed CSR of SR problems in order to address the issues.

### References

Daft, R., 2010. Organization Theory and Design. Stamford: Cengage Learning.

Eifler, C., and Seifert, R., 2009. Gender Dynamics and Post-Conflict Reconstruction. London: Peter Lang.

Kothari, C., 2004. Research Methodology: Methods and Techniques. New Delhi: New Age International.

Kuada, J., 2012. Research Methodology. London: Samfundslitteratur.

Sims, R., 2003. Ethics and Corporate Social Responsibility. London: Greenwood Publishing.