

Research Strategies

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Research Strategies: Plan

- **Vision** for research
- **Types** of research degrees
- **Process** for research degrees
- **Collaborative** research: A personal example

Research Strategies: Vision

- **Pioneering** research & development
- **Attractive** research – students, funding, resources, funding, partnerships, publications, staff, etc.
- Champion **borderless** research – facilitate knowledge transfer, joint supervision, sharing of good practices, joint initiatives, etc.

Research Strategies: Types of Research Degrees

- **Master of Research (MRes)**
Mainly taught, 1 year
- **Master of Philosophy (MPhil)**
Normally first phase of PhD programme, 1.5 to 2 years
- **Doctorate of Philosophy (PhD)**
3 years full time (inclusive of MPhil)
- **Professional Doctorate (ProfDoc)**
Alternative to PhD, experience based

Research Strategies: Process - PhD

- A good bachelors/undergraduate degree
- Detailed research proposal is key component to join a PhD programme
- Research proposal needs to contain information on context/background to the problem statement, intended questions to be covered by the research, methodology, timeline, etc.

Research Strategies: Process - PhD

- The research proposal, together with a formal application, is then considered by a faculty based research degree committee.
- A supervisory team is then assigned, comprising Director of Studies and at least one other supervisor.
- Supervisory team must have a record of PhD completeness and subject expertise.

Research Strategies: Process - PhD

- University approval of research application.
- Initial exploration – what's in the field and who are the leading researchers?
- Identify resident solutions and also shortcomings.
- Initial gauging and experimentation to understand resident solutions and look at ways of addressing the shortfalls.

Research Strategies: Process - PhD

- Annual Progress Report (APR) – what was planned?, what has been realised?, how satisfactory is the progress?, what is planned for the following year?, etc.
- A successful APR is required to continue with the PhD programme.
- Within 24 months, students are expected to seek approval to transfer from MPhil to PhD.

Research Strategies: Process - PhD

- Within 36 months, students are expected to have submitted their PhD thesis..., though in many cases it takes longer.
- On PhD thesis submission, a research viva is arranged through the research degree committee/School.
- In attendance at the PhD viva are normally an external examiner, internal examiner and a chair leader.

Research Strategies: Process - ProfDoc

- Professional Doctorate (ProfDoc) has the same status and challenges as a PhD. However there are a few subtle differences.
- A PhD should develop new knowledge and/or theory, whereas a Professional Doctorate should develop changes in professional practice and/or organisations, informed by existing knowledge and/or theory, or knowledge developed from undertaking the professional doctorate.

Research Strategies: Process - ProfDoc

- Change can look very different from one professional practice and/or organisation to another.
- Change: policy, strategy, systems, organisational structures, teams, technology, software, product design, service delivery, people-centred changes, through consideration of such factors as attitudes and behaviours, skills, roles & responsibilities, developmental programmes, and performances of individuals.

Research Strategies: Process - ProfDoc

- Example: Cardiff School of Art & Design
Creating artwork for people with a particular health issue to interact with and evaluating any perceived improvements or changes in their health;
Refining the design, materials or mechanisms of a product to improve the usability, or improve the efficiency or reduce its production or sales cost;
Trialling alternative materials in the combustion within a kiln to fire ceramics, in order to reduce the emissions & seek a more sustainable fuel source, & reflecting on change to the finished object.

Research Strategies: Collaborative – Personal Scenarios

- Split-PhD Research
Part-time students resident outside UK and supervised by Cardiff Metropolitan University staff.
UK - Pakistan
- PhD Commercial Research
Research undertaken jointly between UK University and German company.
UK - Germany



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