Thesis Research for MBA Students

Professor Jay Rajasekera
Graduate School of International Management
International University of Japan
May 13, 2011
How do you feel about Research?

1. Oh it will be a pain...!
2. I do not like it, but have to do because it’s a graduate requirement
3. This is be great opportunity for me to learn business writing in English
4. This will be good for me to show off what I can do in terms of research
5. I just do it... no body would give a damn anyway to it...!
Students Struggle for Words

Business Schools Put More Emphasis on Writing Amid Employer Complaints

By DIANA MIDDLETON
Why thesis writing can be useful?

- The December 1990 issue of the Training and Development Journal reports that "Executives polled in a recent survey decry the lack of writing skills among job candidates."
- A report in 1993 issue of Management Review notes the "liability imposed on businesses by poor writing skills." The report states that employers are beginning to place greater emphasis on communication in hiring practices.
- Many employers have adopted policies requiring job candidates to submit a brief written report as part of the screening process.
- An August 1992 issue of Marketing News reveals that "Employers seek motivated communicators for entry-level marketing positions."

Jay Rajasekera (c)
What is Thesis for?

Industry Analysis
- Consultant, Bureaucrat

Business Plan
- Consultant, Entrepreneur, CEO

Business Case

Research Paper
- Research Analyst, PhD hopeful

IT Implementation
- Analyst, IT job, Entrepreneur
Welcome to the wonderful world of research ... with Professor Rajasekera

Jay Rajasekera (c)
My Current Research

IT/OM Strategy
- OM models (Japan-model)
- IT Strategy models (Toyota-model, Strategy Map)

IT Applications
- iGoogle, Internet Widgets, iPhone, Database
- SNS Applications: Facebook Twitter

BOP Modeling
- IT applications for Bottom of the Pyramid
- BOP Strategies and Opportunities

Math Modeling
- Excel Models
- Neural Models and Kansei Engineering Models

Jay Rajasekera (c)
<table>
<thead>
<tr>
<th>Student</th>
<th>ID</th>
<th>Thesis Title</th>
<th>Year</th>
<th>School</th>
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<tr>
<td>Abdyzhaparov Mirlan</td>
<td>ZA8001</td>
<td>E-Government in Kyrgyzstan. Next steps</td>
<td>2010</td>
<td>GSIM</td>
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<td>Abraham Nera</td>
<td>ZA8029</td>
<td>An Exploration of the Impact of ICT On the Dominican Republic's Economy</td>
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<td>Jeevan Madhusanka Premasara</td>
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<td>An open source technology based social networking platform to enhance the school, vocational and undergraduate education in Sri Lanka (Google API based <a href="http://www.lankaedu.net">www.lankaedu.net</a>)</td>
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<td>Mohammed Upal</td>
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<td>Nyi Nyi Aung</td>
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<td>2010</td>
<td>GSIM</td>
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Serving the poor by marketing information: developing a sustainable village phone model in Bangladesh

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Jay Rajasekera (c)
Using Kansei Engineering with new JIT to accomplish cost advantage

Jay Rajasekera*

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Shantanu Dayal

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Examples of Computer Simulation in Kansei Engineering

- Comfortable Chair
- Comfortable Shoe
- Property of cloth
- Comfortable bed
- Clothing comfort (Pressure)
Effective Use of Environmental Management Information Systems with Data Crawling Techniques

Jay Rajasekera*, Maung Maung Thant*, Ohnmar Htun**

*International University of Japan
**Nagaoka University of Technology

Contact e-mail: jrr@uij.ac.jp

Abstract: With global warming taking center stage, it is becoming clear that environmental information plays a critical role for monitoring, educating, and taking control measures. Currently the environmental data are gathered in a somewhat hierarchical system where mostly governments, NPOs and other organizations collect the data and feed in to world organizations for final analysis and monitoring purposes causing considerable time lags. Using crawling methods and accessing data stored in multiple data sources, and storing in an appropriately designed database could be a information about global warming and the public awareness play a critical role. The sources that affect environment and the global warming are distributed around the world. Addressing the global environmental changes, without comprehensively accounting for the effects from such sources simply has no meaning. But, the environment related data from such sources are in all kinds of forms residing at millions of locations around the world and are often published on corporate, NGO, and governmental websites. Can the rapidly developing Internet crawling techniques be used to mine these sources for the emerging theme?
Figure 4: Information retrieval using EMIS with data crawling techniques
ESTIMATION OF RISKS POTENTIAL LOSSES DUE TO LATE PAYMENT OF A LOAN PORTFOLIO

By

Student No. 2A7050

Name: Tran Minh, Vu

Faculty Supervisor:

Professor: Jay Rajasekera

Jay Rajasekera (c)
Assessment of the brand value - Using strategy map and Japanese brand valuation METI model on an insurance company in Vietnam

By

Student No : 2A6051

Name : Tran Tuan Cuong

Faculty Supervisor:

Professor: Jay Rajasekera
URL: http://elab-ws.ium.ac.jp/cctld/index.htm

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Has Topic?

- Check which professor(s) may fit with your thesis idea
- If Prof. Rajasekera’s research interests (shown above) generally matches your thesis idea, you can talk to him
- Professor probably inform whether you should do “Platform” or “Advanced Seminar” option after learning about your thesis idea

- Do some search for a topic that will be good for your career.
- Google or Google Scholar is a good place to start with.
- You can read “Research Methodology Guide” ppt file found in this page (see towards the bottom of this page) to learn how to find a topic
- Talk to a professor
- Attend a Platform introduction presentation

Jay Rajasekera (c)
Innovations of ICT and their strategic use in governance, society, and globalization (Common Theme)

More independent ideas based on student needs (Individual Needs)

Individual Thesis (no group thesis)
My Current Research

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Jay Rajasekera (c)
Prof. Wenkai Li Current Research

Supply Chain Management
- Operations Strategy (Retail/Petrochemical)
- Logistics in SC
- Network Consolidation (Apparel)
- Green SC (e.g. Reduce CO2 Emission)
- LCA (Life Cycle Assessment)

Planning and Economic Analysis
- Plant-wide production planning
- Plant economic analysis (purchasing and pricing strategy)

Jay Rajasekera (c)
Prof. Wenkai Li Current Research

Math Modeling

- LP/MILP models based on Excel or commercial solvers (e.g. CPLEX)
- Applications to Plantwide Planning/Economic Analysis and others

Please contact Prof. Li:
wenkaili2002@yahoo.com
Thank You....!

jrr@iu.j.ac.jp

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