Student Name

Institutional Affiliation

Course

Date

**Reply**

**Renee Marsh**

Renee, as per your research proposal topic, I have learned that you are interested to research the impactful organizational problem. These are the problems that face different business organizations. You are interested to come up with solutions to this problem. This is an interesting topic to me and I am looking forward to your full research.

As a fellow student, I have identified the main differences between business and academic approaches to research. One of the critical factors that stood out from the posting is the importance of academic research. Academic researchers mainly provide information to increase general knowledge, driving the wheel of innovation which helps solve societal problems. Compared to business researchers, academic researchers have viable social theories and information that can be taught in class and applied to the social world by every member of society. Business research is only viable to the organizational needs of the associated companies. It does not apply to typical situations or problems, and only a few other businesses can implement the findings depending on the situation.

However, after reading your posting, I got a few questions to ask you; are there differences in the specialization of the research processes that academic researchers adhere to in the business research procedures? The other question that needs addressing in the posting is whether academic research in economic matters can work for business researchers to address issues of management and effectiveness.

Your posting is similar to mine in the way that we have chosen the same research method for our proposals. We have chosen to use a qualitative research approach since our topics need us to dig deep to come up with solutions and recommendations. The only difference in our postings is that our topics are different.