Chapter 60
Promotion of Research Culture in Sur University: A Case Approach

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ABSTRACT

The chapter provides a concerted framework in which SUC has achieved its mission on promoting research culture among faculty members and students. The chapter provides the chronological portrayal of a SUC developed effective strategic plan with different components, how it has been successfully executed, and how it has achieved the defined results of promoting research culture. Notwithstanding the explanation about the promotion of research culture, the chapter portrays the development and execution of different research aspects through an Approach, Deployment, Results, and Improvement (ADRI) approach. The chapter also discusses the learning from the case for the readers to imbibe and implement.

INTRODUCTION

This chapter presents the research development in Sur University College (SUC). It explains how SUC improved and developed from an inactive institution in research to active higher education institution (HEI). Gething and Leelarthaepin (2000) documented the strategies used in Faculty of Nursing at University of Sydney with related to promotion of research culture among nurses employed as academics. The study revealed that promoting such culture increased perceived skills and confidence of the respondents. Therefore, we have also used certain strategies to promote research culture among the faculty and students. We used the Approach, Deployment, Results, and Improvement (ADRI) approach for the self and evaluation report of the research at SUC.

DOI: 10.4018/978-1-5225-5631-2.ch060

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The main goal of this chapter is to present the SUC case as a successful story for other HEIs to explore and adapt for their research development. It will show how a HEI can conduct strength, weakness, opportunities, and threats (SWOT) analysis. Based on the SWOT analysis, a HEI can set its strategic plan, and related operation and action plans. To be sure that the goals of the strategic plans are achievable, a HEI needs to have a risk management register for continuous review and follow up of the plans.

The chapter will present the general perspectives of scientific research in a HEI and then present the case of SUC for each aspect. In section 2.1, broad definitions and discussions of the topics will be provided. These include scientific research, the concepts of core values, vision, mission (VVM), SWOT; strategic plan (SP), operation plan (OP), and action plan (AP), risk management register (RMR), ADRI, role of the research in academic quality assurance and accreditation, and effects of the research and publications on teaching and enhancement of the knowledge. The chapter will present the general perspectives and then present the case of SUC for each aspect.

BACKGROUND

A higher education institution is a system to achieve all or some of the three major tasks: educate people, service a community, and conduct research or/and consultancy. It integrates its components: physical (hardware) such as land, building, tools, and facilities; logical (software) such as values, philosophy, bylaws, and policies; and stakeholders (students, staff and community) to achieve its goals.

Scientific Research

A research is defined as systematic investigation to establish facts or principles or to collect information on a subject (research, n.d.) Conducting research involves: Identification of research problem, Literature review, Specifying the purpose of the research, Determine specific research questions or hypotheses, Data collection, Analyzing and interpreting the data, and Reporting and evaluating research.

"The scientific method is a body of techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge. To be termed scientific, a method of inquiry must be based on empirical and measurable evidence subject to specific principles of reasoning. The *Oxford English Dictionary* defines the scientific method as: "a method or procedure that has characterized natural science since the 17th century, consisting in systematic observation, measurement, and experiment, and the formulation, testing, and modification of hypotheses." Scientific researchers propose hypotheses as explanations of phenomena, and design experimental studies to test these hypotheses via predictions which can be derived from them. Theories that encompass wider domains of inquiry may bind many independently derived hypotheses together in a coherent, supportive structure. Theories, in turn, may help form new hypotheses or place groups of hypotheses into context. Scientific inquiry is generally intended to be as objective as possible in order to reduce biased interpretations of results. Another basic expectation is to document, archive and share all data and methodology so they are available for careful scrutiny by other scientists, giving them the opportunity to verify results by attempting to reproduce them. This practice, called *full disclosure*, also allows statistical measures of the reliability of these data to be established (when data is sampled or compared to chance)"(Scientific method, n.d.). "Scientific research is application of scientific method to the investigation of relationships among natural phenomenon, or to solve a medical or technical problem" (Scientific research, n.d.).

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