

Running head: Research report plan

Name:

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Abstract

The aim of the study is to examine whether the use of human beings as human resources inside a balance scorecard is ethical or not ethical with a case study of Toyota Motors. The study therefore aims at analyzing various reasons to why it's ethical to include human beings as human resources inside a balance score card by making an analysis of the positive impact they create in the case of Toyota Motors as well as why this company consider it more appropriate to involve them in the entire process. Additionally, research will analyzes why is unethical to include human beings as resources inside a score balance by evaluating their negative impact in relation to Toyota Motors. Additionally, the study will focus on analyzing why Toyota Motors consider it unethical to use human beings as human resources inside a balance scorecard. The paper will cover an introduction, problem statement, research hypotheses, conceptual framework, literature review, conclusion, recommendation and finally implications of the study. The research will cover a broad analysis of facts and in which the researcher will finally make a conclusion after reviewing the results of the facts and studies done on this topic.

Introduction

The introduction will introduce the concept of human beings as core factors in the management as well as running of Toyota Motors. The introduction will cover an overview of Toyota motors which actually is Japanese largest manufacture of Toyota vehicles. This part will analyze the importance of a balance score card to the company and the role in which human beings play towards the development of a balance score card. Under this part business ethics in relation to the company's policies will be analyzed in depth. Human beings play a crucial role into the organization since it is evident that the success of Toyota Motors is entirely dependent

on its employees who actually performing the daily organizational activities. It is quiet evident that without employees then the organizational activities can never be performed adequately (Ferrell, John, & Linda, pp.120-140, 2009). A balance scorecard therefore is described as an organizational strategic, planning and management system which is normally used broadly in businesses, industries, government as well as nonprofit organizations. The balance score card primarily is used by different organizations to align various business activities to organizational vision, strategy, improving overall internal and external communications and monitoring organizational performance in relation to strategic goals (Kaplan & Norton, 71-79,1992). Given the fact that organizational strategy development involves use human beings as key factors then it indicates that it is ethical to involve human beings as human resources in the development of a balance scorecard.

Given the fact that, most organizations use traditional financial reporting systems, these systems do not provide an overall indication of the firm's performance over the past years. Additionally, they provide only little information regarding organizational performance in the future. In order to deal with such problems, Balanced Scorecard was introduced by Robert Kaplan and David Norton as an organizational performance measurement system which not only considers financial measures but also customer business process as well as learning measures. Since the activities involved in the balance scorecard involve the use of human beings then it is ethical to involve them as human resources in the entire process since without them then such organizational activities cannot be carried out (Kaplan & Norton ,pp.52-63,2004a).

Ethical considerations are very important in business hence it is always necessary that they be consistent with organizational pursuits especially profit maximization. The study will analyze business ethics in relation employee's behavior in an organization and what role it plays

in an organization. Ethics is usually described as the principles of conduct governing an individual's character or behavior. It is therefore evident that business ethics primarily concentrate on the moral standards which apply to business policies as well as employee behavior. Human beings are key resources in an organization since they act as key factors towards organizational success (Linda, pp.100-157, 2009).

Statement of Purpose

The study aims at determining whether the use of human beings as human resources inside a balance scorecard is ethical or not ethical a case study of Toyota Motors.

Research Hypothesis

The paper will evaluate the established hypothesis: Is the use of human beings as human resources inside a balance scorecard ethical or not ethical in relation to Toyota Motors.

Conceptual framework

The research will explore various studies related to the topic of study. Driven from different literature review different studies which are related to the topic of study will be analyzed primarily to prove certain facts related to the hypothesis.

Method

Qualitative research design will be used in which information from the listed ten books, journals and will be analyzed in relation to the research topic. Under this part the materials related to the topic of study will be analyzed from the ten listed references. This part will utilize secondary sources of information as the resources will be extracted from the listed references.

Discussion

This part will primarily discuss the facts obtained from the research carried. Additionally, it will analyze the results in relation to the formulated research hypothesis.

Conclusion

A conclusion will be made depending on various facts obtained from the research as well as the analysis of the hypothesis in relation to the obtained data. The conclusion will be based on the hypothesis as well as the results obtained from the study.

Implications and Recommendations

Implications of research on business ethics as well as role of human beings as key human resources in a balance scorecard will be discussed in depth. Additionally, the paper will discuss the importance of this study on various organizations that use balance score systems in managing their organizational daily activities. The paper will end with some recommendation for further research.

Timeline for the research

Week one: Formulation of Hypothesis

Week Two: Writing of Research Report plan

Week Three: Data collection

Week four: Data analysis and Final Report Submission

References

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