

[Name of the institution]

[Logo]

[Title or topic]

Innovativeness among insurers in a developing-country market: The role of CEO characteristics and organizational culture

By

[Name of the principal investigator]

[Designation and Address]

[Email, Telephone]

[Name of the co-investigator]

[Designation and Address]

[Email, Telephone]

The concept note submitted for [purpose, say, “for the competitive Research grant for the year 2022/2023 for Tutors of the Insurance Training College of Uganda”]

[Month, Year]

Time line of the proposed Project: 11 months

Introduction

Innovativeness is becoming a critical source for success in the insurance sector (**citations here**).

This should be a brief 1.5 page continuous analytical account that should systematically have a mention of: the significant trends, existing debates and/or advances in the proposed research area; the issue to be investigated including evidence of its prevalence in the specific context of the study; the rationale of the intended study; the definitions of the study constructs; the research objectives; the specific practical and/or theoretical areas where the study will potentially make a contribution.

However, breaking from the traditional ways to undertake innovation is still a major challenge for a number of insurers especially in the developing countries (**citations here**). [you can even develop this point further with statistics].

Furthermore, in the existing debate addressing the sources of innovativeness, the focus has majorly been on the role of industry characteristics such as... (**citations here**) As a result these studies say little about the specific firm-factors that insurers should address in order to improve their level of innovativeness.

In order to address this gap, this study seeks to examine the role that organizational attributes play in driving innovativeness among insurers in Uganda drawing on dynamic capabilities theory. [You can even go ahead and explain the insights that this theory gives that concretize your storyline or argument].

Consistent with other studies, innovativeness is defined as...(b) (citations) with regard to the organizational attributes, though different organizational attributes can be considered while studying firm-level drivers of innovativeness (**citations here**), in the insurance sector CEO characteristics and organizational culture are generally considered to be critical factors associated

with change in this setting (**citations**). We therefore consider these two attributes in examining the sources of innovativeness in the insurance sector in Uganda.

Specifically, the key objectives of the study include:

Our study findings have the potential to offer impetus to practice in following ways...Equally, with our focus on CEO characteristics and organization culture, our study will contribute to literature in the following specific ways...

Literature Review

Give the debate on the topic—which are the conversations that researchers are having about the topic.

[You can be clear on which perspective (theory/framework/model) you are considering in order to bring the possible best explanation of the way things are in reality regarding the phenomenon you are investigating. You can even explain what that perspective considers to be important that you will also consider in your specific study]

Highlight important factors that have been considered in investigation considering the perspective that you have chosen to focus your investigation.

Try to give a reason why you focus on certain factors and not others including gaps that you identify in these existing investigations (or in practice) that your study will fill.

Research Methodology

- Approach
- *Research design*
- *Target population*
- *Sample size and sampling technique*
- *Data collection methods and tools*
- *Research Validity and Reliability*
- *Data Analysis and presentation*
- Ethical consideration
- Limitation of the study

References

- Avolio, B. J., Wernsing, T., & Gardner, W. L. (2018). Revisiting the development and validation of the authentic leadership questionnaire: Analytical clarifications. *Journal of management*, 44(2), 399-411.
- Şentürk, F. K., & Ertem, M. (2021). The Mediating Role of Organizational Commitment in the Effect of Perception of Commitment to Change on Job Satisfaction. *İşletme Araştırmaları Dergisi*, 13(1), 760-771.
- Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). *Using multivariate statistics* (Vol. 5): pearson Boston, MA.

Year	2022			2023									
Month	Nov.		Dec.	Jan.	Feb.	March	April	June	July	Aug	Sept.	Start Date	End Date
1. Meeting for commencement													
2. Detailed development of the proposal													
3. First meeting for planning empirical data collection													
4. Review of instruments and obtaining permission from REC													
5. Initial contact with institutions for data collection													
6. Analysis of data collected													
7. Report writing and extraction of articles													
8. Dissemination of findings													
9. Submission of end of project report													

Attachment 1: Implementation Plan and Gantt Chart

Attachment 2: Budget

S/ N	ITEM/ REQUIREMENT	DESCRIPTION	UNIT PRICE	QUANTITY		AMOUNT (Ugx.)
A0	Training and Piloting					
1	Research assistants training & piloting data collection	Honorarium	30,000	9	1 person x 9 days - 2 days training and 7 day pilot data collection	270,000
2	Research pilot data Trainer	Day allowance	50,000	2	days (2 days training)	100,000
3	Transport for pilot data assistants	Transport within location	50,000		7 Days x 1 researcher	350,000
4	Photocopying questionnaires	4 pages each	200	120	30 copies x 200 x 4 pages	24,000
8	Stationery	Assorted (pens/ pencils, rulers)	20,000	3	2 Researchers + 1 Research Pilot Assistant	60,000
11	Projector hire		60,000	2	2 Days	120,000
13	Break snack	For participants	30,000	3	(2 Researchers, 1 Research Assistants) x 2 Days	180,000
		Category Total:				1,104,000
B0	Data collection					
1	Photocopying questionnaires	4 pages each	200	1536 pages	(384 questionnaires x4 pages each questionnairex200shs)	307,200
3	Research assistants	Honorarium	30,000	100	(10 personsx30,000x10days each)	3,000,000
4	Transport research assistant	Average transport per day in Kampala	50,000	30 days	(3 personsx50,000x10days each)	1,500,000
5	Transport researchers	Average transport per day up country	70,000	70 days	(7 persons x70,000x10days each)	490,000
7	Accommodation	Average accommodation for data collection assistants for the 7 upcountry sites	100,000	10	7 Persons x 100,000x10 days each	7,000,000
8	Researchers day allowances	For feeding	21,000	10	10 Persons x 21,000 shsx10 days each	2,100,000
		Category Total:				14,397,200
C0	Data analysis					
1	Data analysis costs	60 hours of analysis	50,000	60	(60 hrs x 50,000)	3,600,000
		Category Total:				3,600,000
D0	Knowledge dissemination and Publication					

1	Report production-Reading and Editing	Reading and editing	1,000,000	1	(1 person x 1,000,000)	1,000,000
2	Report production-Printing	Printing a hard cover binding cost (estimated cost)	170,000	1	(1 report x 170,000	170,000
3	Publication cost					1,500, 000
		Category Total:				1,170,000
	OVERALL TOTAL					21,101,200

Attachment 3: Abbreviated CVs of the Team Members

Mr.	
Date of Birth	
Country of Citizenship and Residence	
Address	
Email and Telephone	

Education:

-
-
-
-

Employment record relevant to the assignments:

Period	Employing Organization	Country	Summary of the Activities Relevant
August 2022 to date	Senior Lecturer, Kyambogo University For references: Tel: xxxx ; Email: xxxx Prof. xxxxx , Kyambogo University	Uganda	Teaching, research and mentorship of University students in the area of Business Management.

Details of publications: <https://orcid.org/0000-0003-0220-4552>