



## Difficulties of Junior Business Administrators in Writing Research Paper and Feasibility Study Contents

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**Abstract** – *Feasibility Study and research writing is one of the important competencies that is needed in order to project a successful project such as business sustainability and overcoming problems in operations. The Pangasinan State University, Lingayen Campus which offers BS Business Administration are encouraged to develop a feasible project to prepare them in the industry. This study aims to determine the difficulties of junior business administrators in writing a research paper and a feasibility study. The fourth-year graduating students are the respondents of the study, a self-made validated questionnaire based on the five feasibility criteria and outline of the research paper was utilized to measure the difficulties of students in writing research. The result shows that majority of the respondents has weakness in the preparation of Financial Statements such as Income Statement, Balance Sheet and Cash Flows. Another weakness of the respondents is most of the part of the Market Study. It is recommended that a training plan was created in order to improve the competencies of the students.*

**Keywords** – feasibility study, research writing

### INTRODUCTION

Feasibility Study is important in order to determine the viability of the business. There is a saying that an “If you fail to plan, you plan to fail” (Matherne, 2004), and this true because planning is the fundamental part of management.

According to Investopedia “A feasibility study is an analysis that takes all of a project's relevant factors into account,” this includes the organizational, market, technical, financial and socio-economic that are needed in completing the project successfully (*Feasibility Study Definition*, n.d.). Business managers and prospective owners use a feasibility study to determine the possibility and viability of the business being conducted. Feasibility studies also can provide a business' information that could prevent the company from entering blindly into risky encounters (Arain et al., 2010; *Feasibility Study Definition*, n.d.).

The institutional format of the feasibility study of the PSU Lingayen campus is consists of different chapters and formatted as a research output. The College of Business and Public Administration of Pangasinan State University is offering BS Operations Management Program where one of the requirements for graduation is the complete the Feasibility Study for Senior students as a requirement for graduation. Feasibility study titles include the establishment and

sustainability of the proposed business and the expansion of the proposed business. The students are given one semester to complete the feasibility study including the final oral defense of the study which there are panel members who will critic the viability of the feasibility study. The feasibility study that is being emphasized by the program to the student is looking at how a certain business proposal can work on a long-term basis or endure financial risks that may come in the future.

### Research Objective

The main objective of this study is to determine the difficulties of Junior Business Administrators in writing a research paper and feasibility study contents.

### Scope and Delimitation

The study is limited to the fourth year students of Bachelor of Science in Business Administration from Pangasinan State University taking up Feasibility Study for the school year 2019 – 2020. There are four sections in the whole program. The institutional format of the feasibility study was used to determine the level of difficulties. The creation of the feasibility study is only limited to business establishment and sustainability.

**The Significance of the Study**

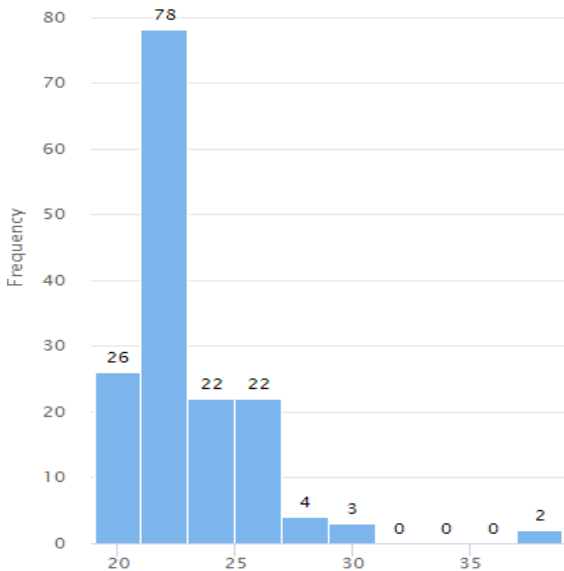
This action research is limited in the College of Business and Public Administration of Lingayen Campus which will be utilized as a basis for intervention for the said program.

**METHODOLOGIES**

The questionnaire was converted from the institutional format of the Project Feasibility Study output. Class group chat through messenger was used to float the questionnaire. The respondents are the students of Pangasinan State University with the Business Administration program. Convenience sampling was used in determining the respondents, it is a non-probability sampling technique where subjects are selected not only because of their convenient accessibility and proximity to the researcher. Questionnaires were converted to google forms and links were shortened using Bit.ly, and the answers were tabulated using a spreadsheet (Orlanda-Ventayen, 2019; Ventayen, 2018). Linear Correlation and other frequency on the profile of the respondents was run using RapidMiner.

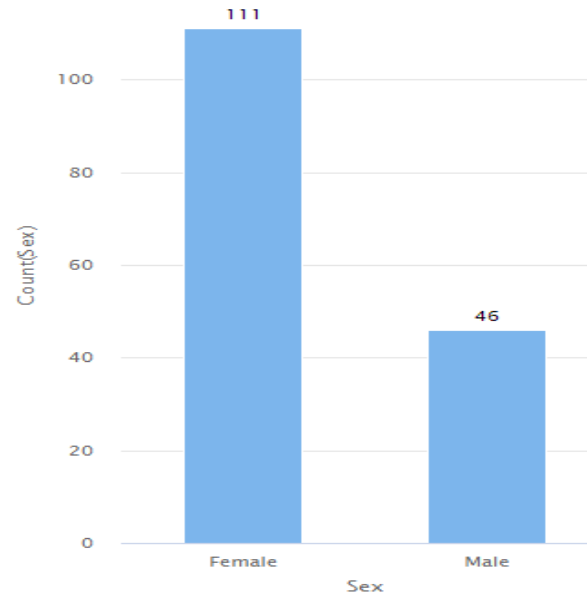
**RESULTS AND DISCUSSION**

There are 157 respondents from the four sections of the graduating students.



*Figure 1 shows the distribution of Age*

As shown in Figure 1, the youngest student is 19 and the oldest is 39 with an average age of 22.497.



*Figure 2 shows the distribution of Sex*

Based on figure 2, the majority of the respondents are female which is 111, and there are 46 males.

Figure 3 shows the distribution of enrollment for the SY 2019 – 2020, where there are more students from the second semester who answers the survey with 102 students and only 55 from the first-semester answer the survey.



*Figure 3 shows the distribution of Enrollment in the semester*

The difficulties of the Junior Business Managers was shown in Table 1. It shows that most of the respondents consider the Preparation of Financial Statements is the most difficult compared to other parts of the feasibility study. All contents from the Financial Study and Market Study were found out to be difficult according to the respondents.

A financial feasibility study projects how much initial investment is needed, the sources of capital, the financial statement such as the income

statement, balance sheet, and the cash flows. The financial study also includes financial analysis such as returns on investment, and other financial considerations (*Learn How to Write a Financial Feasibility Study*, n.d.; Siegrist & Chambaz, 2012). The study is an assessment of the financial aspects of the business. In the curriculum of the BS Business Administration, Accounting Principles and Partnership and Corporation are being taught during the Sophomore years.

*Table 1 shows the Level of Difficulties of Students*

<b>Parts of the Feasibility Study</b>	<b>AWM</b>	<b>DE</b>
<b>Financial Study [Preparation of Financial Statements]</b>	<b>1.96</b>	<b>Difficult</b>
<b>Financial Study [Financial Analysis]</b>	<b>2.00</b>	<b>Difficult</b>
<b>Market Study [Sales Forecast]</b>	<b>2.07</b>	<b>Difficult</b>
<b>Market Study [Market Share]</b>	<b>2.10</b>	<b>Difficult</b>
<b>Financial Study [Total Project Cost]</b>	<b>2.22</b>	<b>Difficult</b>
<b>Market Study [Demand and Supply Analysis]</b>	<b>2.28</b>	<b>Difficult</b>
<b>Financial Study [Major Assumption]</b>	<b>2.35</b>	<b>Difficult</b>
<b>Financial Study [Sources of Financing the Project]</b>	<b>2.40</b>	<b>Difficult</b>
<b>Market Study [Key Players and Competitors]</b>	<b>2.41</b>	<b>Difficult</b>
<b>Market Study [Marketing Strategies]</b>	<b>2.49</b>	<b>Difficult</b>
Market Study [Marketing Background]	2.54	Neutral
Technical Study [Plant Location and Layout]	2.55	Neutral
Technical Study [Plant Size and Production Schedule]	2.56	Neutral
Market Study [Target Market]	2.69	Neutral
Technical Study [Manufacturing / Production / Service Process]	2.71	Neutral
IMRAD Format [Results and Discussion]	2.74	Neutral
IMRAD Format [Methodologies]	2.75	Neutral
Market Study [SWOT Analysis]	2.76	Neutral
Technical Study [Machinery & Equipment]	2.76	Neutral
Other Part of Research Study [Formatting]	2.76	Neutral
Technical Study [Building & Facilities]	2.78	Neutral
Technical Study [Raw Materials and Supplies]	2.79	Neutral
Other Part of Research Study [APA Referencing]	2.80	Neutral
Organization and Management [Compensation and Salaries]	2.83	Neutral
Other Part of Research Study [Appendices]	2.83	Neutral
Technical Study [The Product / Service / Offerings]	2.84	Neutral
Technical Study [Utilities]	2.84	Neutral
IMRAD Format [Introduction]	2.86	Neutral
Other Part of Research Study [Tables and Figures]	2.86	Neutral

Socio-Economic Study [Contribution to Economy]	2.90	Neutral
Socio-Economic Study [Contribution to Society]	2.92	Neutral
Organization and Management [Project Schedule]	2.94	Neutral
Introduction [Operational Definition]	2.94	Neutral
Organization and Management [Vision, Mission, Goals, and Objectives]	2.96	Neutral
Organization and Management [Manpower Requirement]	2.97	Neutral
Summary, Conclusions and Recommendations [Recommendations]	2.97	Neutral
Summary, Conclusions and Recommendations [Summary]	2.98	Neutral
Organization and Management [Organizational Structure]	2.99	Neutral
Introduction [Background of the Study]	2.99	Neutral
Summary, Conclusions and Recommendations [Conclusions]	2.99	Neutral
Introduction [Significance of the Study]	3.00	Neutral
Introduction [Objectives of the Study]	3.02	Neutral
Technical Study [Waste Disposal]	3.06	Neutral
Organization and Management [Business Name]	3.09	Neutral
Organization and Management [Form of Ownership]	3.19	Neutral

Market Study is also found out to be difficult aside from the Financial Study. Marketing Management in the program is being taught during the sophomore years, the same with Accounting courses.

Market feasibility studies help identify market competition, potential markets, and market analysis to assess a business idea (*How to Write a Market Feasibility Study*, n.d.). It also includes the Strength,

Weakness, Opportunities, and Threats (SWOT) Analysis. The market study is an important component of the feasibility study in order to determine the marketability of the proposed business and future organization.

Organization and Management studies are the least difficult according to the students.

Attributes	Age	Sex	Feasibili...	Organiz...	Market ...	Technic...	Financi...	Socio-E...
Age	1	0.030	0.012	0.116	0.097	0.122	0.020	0.077
Sex	0.030	1	0.143	-0.007	0.019	0.079	0.181	0.088
Feasibility Study Enrollment	0.012	0.143	1	-0.199	0.087	-0.013	0.050	-0.165
Organization and Management	0.116	-0.007	-0.199	1	0.303	0.556	0.282	0.670
Market Study	0.097	0.019	0.087	0.303	1	0.609	0.643	0.409
Technical Study	0.122	0.079	-0.013	0.556	0.609	1	0.616	0.634
Financial Study	0.020	0.181	0.050	0.282	0.643	0.616	1	0.367
Socio-Economic Study	0.077	0.088	-0.165	0.670	0.409	0.634	0.367	1

*Figure 4 shows the Linear Correlation Matrix*

The correlation matrix shows the Strong correlation across Market Study and Technical Study together with Financial Study. This means that the higher the level of difficulties in market study, the

higher the level of difficulties also in technical and financial studies.

Students encountered problems in Financial Study because a financial statement cannot be prepared without prior computation of the market



sharing and sales forecast. Likewise, the Financial Study has also a strong correlation with Market and Technical Study for the same reasons.

### CONCLUSIONS & RECOMMENDATION

This is to conclude that majority of the respondents has weakness in the preparation of Financial Statements such as Income Statement, Balance Sheet and Cash Flows. Another weakness of the respondents is most of the part of the Market Study.

It is recommended that a training plan was created in order to improve the competencies of the students.

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