

A research problem is a specific issue, difficulty, contradiction, or gap in knowledge that you will aim to address in your research.

Some research will do both of these things, but usually the research problem focuses on one or the other. The type of research problem you choose depends on your broad topic of interest and the type of research you want to do.

The formulation of research problem.

- ① - Identify a broad research area of your interests.
- ② - Disssect the broad area into sub-areas.
Select one of the sub-areas.
- ③ - Raise research questions.
- ④ - Formulate the objectives.

A well defined, precise research question keeps your business research focused and your results actionable. It's also a powerful tool for securing buy-in from your work force and building the business case for positive company change.