

Study Notes BUSRES.03U01.17

[English Ver. 2.0]

BUSINESS OF ONLINE RESEARCH

Business of Research for Independent Research Practitioner

Copyrights 2016-2017
Association of Internet Research Specialists



DOWNLOADS ONLY



5800 Ambler Drive, Suite 210, Mississauga, ON L4W 4J4 Phone: +1 (905)-228-2348 - Web: www.airsassociation.org

BUSINESS OF RESEARCH FOR INDEPENDENT RESEARCH PRACTITIONER

TABLE OF CONTENT

INDEPENDENT CONSULTANT AND CONSULTING BUSINESS - LESSON 1

INTRODUCTION - INDEPENDENT CONSULTING

What does Independent Research Specialists do?

Consideration in Starting Own Business

Entrepreneurship Skills

Research Work and Collaboration (Partnering in Collaborative Research)

People Skills and Client Relationship

First Meeting with the Client (Building Client Relationships)

Project Delivery Commitments

Project Cost Determination

Factors to Consider for Price Determination

Size of Client's Business

Size of the Research Project

Complexity of Research Project

Volume of Data and Information

Hiring of Outside Contractors

Project Pricing

Fixed Price

Time and Material (Cost Plus)

Risk-Reward

Retainer Based Pricing

Contract Negotiation Skills

Marketing Strategy

Financial Projections and Budgets

Independent Contractor Hourly Rates

Basic Calculations of Applicable Hourly Rates to a Project

Worth Per Hour of Independent Researcher – Factors to Consider

Sample Calculations Minimum Hourly Rates to Charge Clients

Project Estimates and Budgeted Rates Per Hour

STRUCTURING RESEARCH BUSINESS - LESSON 2

IMPACT OF BUSINESS STRUCTURE

CONSIDERATIONS FOR MAKING BUSINESS STRUCTURE CHOICES

Types of Business Structures in North America

Sole proprietorship

PARTNERSHIP

A General Partnership

Limited Partnership

CORPORATION

Responsibility for your corporation's debts

Limited Liability Corporation

FINANCING RESEARCH BUSINESS (CASH FLOW) - LESSON 3

BUSINESS FORMATION CASH FLOW REQUIREMENTS

PRE-MONEY CASH REQUIRED

POST-MONEY CASH FLOW

BUILDING A RESEARCH PROPOSAL - SIMPLE OUTLINE - LESSON 4

Introduction – Consideration When Preparing a Research Proposal

Reviewers' Criteria

Project identification and rationale

Project personnel and collaborators

BUSINESS OF RESEARCH FOR INDEPENDENT RESEARCH PRACTITIONER

Research Protocol
Literature review
Methodology
Participants
Data Storage and Protection
Project Timetable
Research Benefits
Limiting Research Risks
Project Management
Budget Details
Ethical Concerns