

Conceptual Framework

As outlined by Miles and Huberman (1994), conceptual framework is the visual or descriptive explanation of the key variables, principles and factors of the research study, as well as their interrelation. Additionally, Hogg and Vaughan (2008) comments on the functionality of conceptual framework in the research process:

- Opportunity to shift from description to analysis and explanation;
- Affirmative instrument for adequate construction of research question and the requirements for the data to be collected;
- Practical tool for the stage of obtained information discussion and interpretation;
- Clear frontiers of the planned research.

In the given research project, conceptual framework is inclusive of two main variables, being company and customer audience. These variables are specified in terms of sub-factors, relevant to each variable in this study. Apparently, company's financial objectives are set against customers' cultural background and social features. This edition of BSC in a form of detalisation of company and customers, is a minor researcher's alteration of the initial model to specify the objectives of the study (See Figure 1 below). Therefore, conceptual framework highlights the interrelation between company's growth and prosperity ambitions and public socio-cultural characteristics considerations in the actual achievement of those ambitions. Designed framework will guide the entire research process and will eliminate possible deviations from the topic.

Balanced scorecard has been chosen as the most appropriate conceptual framework as it combines and correlates main variables of the research: company and customers. The concept of Balanced Scorecard (BSC) has been designed and recommended for common business practice by Kaplan and Norton (1996). The model demonstrates close interrelation of company's financial performance, internal learning capacity, intrinsic organizational business processes and customer satisfaction as key elements for successful achievement and realization of company's vision and strategy. Authors centralized strategic goals in the centre of the diagram, pointing out the importance of organization's clear understanding of its desired future position in the early stages of personalization and exercising of BSC. Following this initial condition, BSC is believed to accelerate and systemize company's growth and enable stable performance.

Along with above mentioned, Balanced Scorecard has been applied as a directive tool due to its recent use in PR and communications. BSC is very demanding of the PR experts, as it obliges them to constrain sustainable and coherent mechanism of client, financial performance and operational measures that function successfully within a single action plan. Fleisher and

Figure 2. Time plan (Gantt chart)

WEEKS	FEBRUARY				MARCH				APRIL			
	1	2	3	4	5	6	7	8	9	10	11	12
In-depth reading and research around the topic												
Contact car companies on the subject of interviews												
Literature review writing and submission for feedback												
Research proposal writing and submission												
Primary data collection (conduct company interviews)												
Methodology section draft outline												
Primary data analysis												
Draft of primary data analysis section												
Draft of discussion section of the project												
Complete draft of the final paper for supervisor's feedback												
Final paper revision after received feedback												
Submission												
Notes												
Time allocated for supervisor's feedback provision is ignored in the chart												
Topic reading to be continued throughout the project												
The period is timed in weeks to avoid inaccuracy												

Conclusion

This written proposal is devoted to the future planned research project on the importance of social and cultural factors in PR campaigns. In order to provide clear study outcomes, research question will be projected on PR campaigns of leading automotive corporations on UK market. This will enable objective interpretation of results and will contribute to existing research in the field. Key parts of the proposal are research background, literature review comprising peer-reviewed research experts and methods of analysis. On future stages of the project, outlined proposal will serve as a starting point and a source of primary set of instructions for research study accomplishment.