

To Investigate the Effectiveness of Facebook as Part of the CRMS Portfolio

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SYNOPSIS

This project is about research. The main objective is to investigate Facebook is an effective CRMS portfolio. Author has been spending 1 semester to develop this animation. She has arranged documentation in 6 chapters for easy reading and systematic purpose.

Chapter 1: Introduction – This chapter provides the reader with an interest of all what the research. The contents in this chapter include the introduction, the problem statement, the research objectives, the research questions posted, the outcomes from this research and the limitations faced by the author are clearly stated in this chapter.

Chapter 2: Literature Review – This chapter explores relevant research papers, articles, newspapers and journals which were performed by other researchers in the area of IT outsourcing.

Chapter 3: Research Methodology – This chapter describes the research method and technique that being apply in research. The theoretical frame work is been derived based on the literature review and hypothesis is made for each independent factor.

Chapter 4: Result and Discussion – The chapter will show result that getting from questionnaire and provide with proper analysis.

Chapter 5: Conclusion and Recommendations – This chapter concludes the research performed and suggests areas for future research as well as documenting the propositions of this study.

Chapter 6: Appendix – Lastly chapter is an appendix, which cover with external document such as gannt chart, research proposal, questionnaire, SPSS print screen, plagiarism detect and references.