A Guidance Research for Sustainable Startup Business Center for Training in Research and Statistics

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Abstract. This research aims to guide an educational institution in providing highly sustainable training for students and professionals in Syria in the scope of research skills, statistical analysis, and research methodology. The recommended research training center will offer face-to-face courses at a physical location and online courses through an interactive website. The center's goal is to enhance the professional skills of individuals and contribute to the growth and development of business in Syria through collaborating with professional teachers to give the needed information at quality and effectively through research and data analysis courses and consultation services that all the center's customers can have online and face to face at the physical center. Through market study, three segments have been defined (students, corporations, and academic professionals). There is a knowledge gap in the research field in the Syrian market and a need for those three segments. The study guidance reflects the importance of the provision of training in research and data analysis. The business scope is to become a significant source for research methods and statistical analysis by giving the students the sessions in a common physical way and adding the core of online teaching. It is essential to open that gate to the students for the first time in the region, and it was focused on sustainability in this project's content and looked to achieve as much as qualified trainers and spread them around the country and the Middle East.

Keywords: business research skills, sustainable startup business, training center, statistical packages, data analysis training, research methodologies

1. Introduction

Sustainable businesses strive to create profitable yet socially responsible enterprises, which should be economically, socially, and environmentally sustainable (Dalati 2021). The research and data analysis field is rapidly growing and becoming increasingly important in today's data-driven world. However, there is a lack of quality training and education in this field, which has resulted in a shortage of skilled professionals in the industry (Creswell 2014; Field 2013; Hair et al. 2019; Hinkle et al. 2013; Howell 2012). Consequently, there is an opportunity to establish research and data analysis in Syria to provide high-quality training and education to professionals, students, and corporations. Business research faces many challenges for business decision-makers. Currently, businesses are required to show better flexibility, resilience, and smart decision-making paradigms to develop quality products and services. The effect of technology on business research is, without a doubt, significant. The speed of computers has increased tremendously. Technology has impacted how researchers collect, process, analyze, and interpret data (Hair et al., 2019).

This research aims to develop a sustainable business understanding for establishing research and data analysis in Syria and focusing on providing online courses. The center could offer a range of training programs, workshops, and consulting services to individuals, organizations, and government agencies. In addition, the center should have a website that provides online courses to students who cannot attend in-person training. The business plan aims to provide a roadmap for the establishment and growth of the center, including marketing, financing, and operations strategies. The online courses will be an essential part of the center's offerings, as they will allow the center to reach a wider audience and provide education and training to individuals who may not have access to in-person training. The research guidance will be developed by comprehensively analyzing the market demand, competitive landscape, and operational requirements. The study will outline the center's mission, vision, objectives, and goals and the strategies and tactics to achieve them.

The business operation could start by choosing robust professionals and teachers to join the team at the center. Professional teachers could record online courses to be uploaded to the training center platform. Face-to-face courses will be implemented and coordinated with teachers at a high-quality service. The founders of this business will be the key managers. The business project team is recommended to follow a functional structure including nine departments, including marketing, contributing to implementing marketing strategies and overseeing and managing an organization's day-to-day operations. This can include tasks such as managing staff. In addition, human resources (HR) manages all activities related to the HR domain, such as recruitment, employee relations, payroll, planning, training, and development. Technical support is critical to implementing and uploading courses on the website. There exist several factors that stimulate interest in developing research skills and knowledge. These factors will be explained in the next section on sustainable startup business.

2. Sustainable Startup Businesses

Sustainable business startups require systematic and structured innovation (Avery and Bergsteiner, 2011; Dalati, Raudeliuniene & Davidaviciene, 2020). The 21st century is characterized by massive amounts of data and information, which requires robust data analysis tools. Advanced technology has significantly affected business organizations (Cooper and Schindler 2013). New perspectives on established research methodologies, as older tools and methodologies once limited to exploratory or qualitative research, are gaining wider acceptance in dealing with a broader range of managerial problems. In order to behave reasonably in such an environment, it is vital to understand how to identify quality information and to recognize the solid, reliable research on which high-risk managerial decisions can be based (Cooper and Schindler, 2013).

Global businesses have witnessed significant social, environmental, and technological transformation in recent years as more corporations' endeavor to implement sustainable, eco-friendly practices. Businesses strive to align and create links between their global values and the values of their

customers (Truic, 2023). The current reality requires businesses to use socially responsible and eco-friendly solutions to win customers' trust. Striving for improved sustainability requires companies to view their operations from a different lens and disrupt the status quo — both of which can, in turn, spur innovation concerning sustainability solutions and beyond. The "beyond" part is especially enticing since researching ways to make business more sustainable can uncover other areas of innovation and improvement. According to data from Eco-Friendly Habits, 48% of US consumers say they are ready to change their consumption habits to save the environment (Truic, 2023). Sustainability is all about doing more with fewer materials, less energy, and less environmental disruption. Of course, doing more with less is also a great way to reduce a startup's expenses. This means that many efforts to make the company more sustainable will also make it more profitable.

3. Market Analysis

The business enterprise is recommending services in a geographical scope, including Syria and across the Middle East, by providing online sessions to students. Services can be done from the customer's home. This will reduce a significant amount of oil gas; if these two goals can be achieved together, customers will not use their cars to reach the company, and administration will be looking at other centers doing the same. Even if they are not looking for sustainable goals, they may just be looking to spread their name and attract more customers, but they would be helping to achieve the company's goal unintentionally.

Market analysis is crucial for business startups as it provides valuable insights into the target market, enabling startups to understand customer needs, preferences, and behaviors. It helps identify market trends, competition, and potential opportunities, allowing startups to develop effective strategies and tailor their offerings accordingly. Market analysis also aids in understanding pricing dynamics and determining the feasibility of the business idea. Ultimately, conducting thorough market analysis enables startups to make informed decisions, minimize risks, and increase their chances of success in a competitive marketplace (Nuanmeesri, 2023).

The center's marketing strategy targets specific segments, including senior students, students with higher education in business studies, startups, and established corporations, primarily in Damascus, with plans to expand across Syria. These segments were chosen based on customer needs and pain points. It has been observed that there is a growing demand for research and data analysis skills among adult students as the number of individuals attending colleges and universities continues to increase. Recognizing the existing knowledge gap in this area, the proposed training center aims to fulfill the need among students and corporations to understand the importance of research and data analysis. This includes recognizing what works and why, understanding the short and long-term implications, providing justifications and rationales for decisions and actions, helping with problem identification and improvement, and facilitating idea generation through effective research skills. The acquisition of research and data analytics skills is beneficial in several ways. Firstly, it informs policies and practices that enhance the quality of education and overall student experience.

Additionally, it advances knowledge and understanding within specific fields or disciplines (Kline, 2015; Leech et al., 2014; Pallant, 2016; Tabachnick and Fidell, 2013). For graduate and higher education students, specific needs have been identified. These include access to various resources such as academic journals, research databases, and statistical software to effectively conduct research and analyze data (Trochim and Donnelly, 2008; Gelman and Hill, 2006; Johnson and Christensen, 2019). Moreover, training and support in research methods, data analysis techniques, and statistical software are necessary, involving workshops, tutorials, and one-on-one guidance from professors or subject matter experts. Furthermore, opportunities for collaboration on projects with fellow students or researchers can enhance skills and provide fresh perspectives (Miles et al., 2013; Reshow and Rosenthal, 2008). Lastly, career preparation support is essential for undergraduate and postgraduate students seeking research and data analytics employment. This can include assistance with job searches and

guidance on developing the necessary skills and experience employers seek in these fields (Agresti, 2018; Field et al., 2012; Hastie et al., 2017; Cramer and Howitt, 2016; Kline, 2011; Miles and Huberman 1994). Startups and established corporations have distinct needs concerning research and data analysis (Schumacker and Lomax 2015; Field et al. 2012; Maxwell and Delaney 2018; Fielding et al. 2018; Thomas and Harden 2008).

Startups, in particular, require market research to understand their target market and identify potential customers. Furthermore, they have to analyze data to identify patterns, trends, and critical insights to make informed business decisions. On the other hand, established corporations have a separate set of requirements. These include ongoing market research to stay up-to-date with market changes and identify new opportunities. Additionally, gathering customer insights is crucial for corporations' competitiveness, while keeping track of competitors' offerings and strategies helps them stay ahead of the competition. Corporations must also invest in product development research to meet changing customer needs and ensure competitiveness. Effective data analysis is essential for identifying trends, patterns, and valuable insights to inform business decisions and maintain a competitive edge.

Moreover, business process optimization through data analysis helps identify inefficiencies, bottlenecks, and areas for improvement. Risk management is another concern for established corporations, warranting the identification and mitigation of risks such as supply chain disruptions, regulatory changes, and cybersecurity threats through data analysis and risk modeling. Real-time monitoring of business performance metrics enables corporations to recognize zones to improve and make data-driven decisions. Business analytics aids in forecasting future trends and identifying growth opportunities while establishing and maintaining data governance policies and procedures to ensure data accuracy, reliability, security, and compliance with regulatory requirements. The recommended marketing strategy is focused on reaching target segments such as senior students, students with higher education, startups, and established corporations. The aim is to address their needs for research and data analysis skills, which have become increasingly necessary in today's education and business landscape. By understanding these needs and tailoring training and support programs accordingly, the center aims to empower researchers, students, and corporations.

To explore a market analysis and develop a market segmentation for the business research skills center, a customer analysis to develop a well-defined market segmentation. The study sample examined mainly student segments. The survey examined a set of questions, including demographic and customer-oriented questions. The demographic profile comprises questions on gender and level of education. 65% of the sample respondents are female, 35 male participants. 96% are undergraduates. Respondents were asked what their knowledge level was on academic research. 57% indicated that their knowledge is intermediate, 40% weak, and only 3% professional. This is a significant indication that the provision of training courses on business research will be in demand. Figure 1 illustrates the level of knowledge of academic research among respondents.
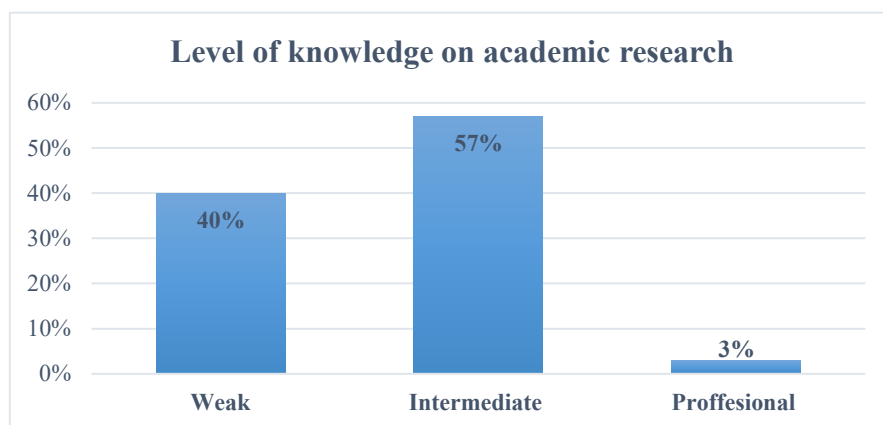
Fig. 1: Level of knowledge on research

Respondents were asked about the extent of their knowledge of statistical analysis. 58% indicated weak levels, whereas 39% were intermediate, and only 3% were professional. There is a strong indication that the potential for training in the scope of statistical analysis in the Syrian market will be desirable. Figure 2 presents the level of knowledge of statistical data analysis.
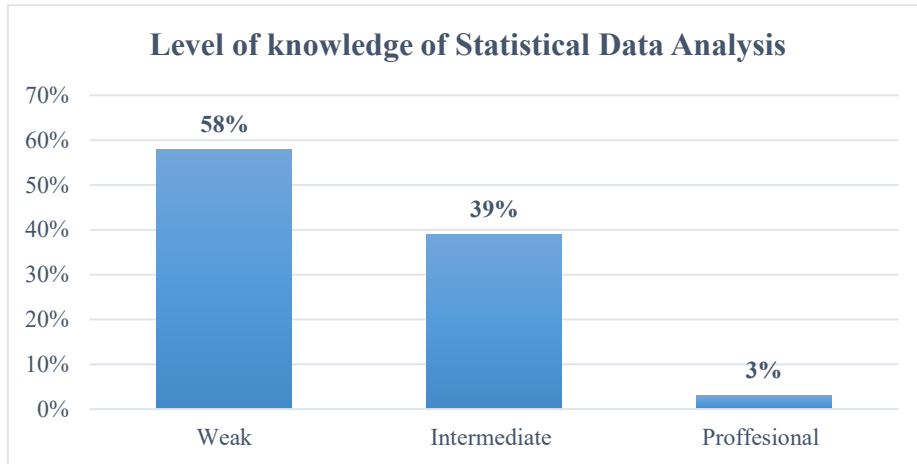

Fig. 2: Level of Knowledge in Statistical Analysis

Respondents were asked to indicate if they were interested in improving their skills in statistical analysis packages (for example, SPSS, INVIVO). 90% responded agreed, whereas 10% indicated otherwise. This also could signify that developing courses in the scope of statistical analysis will be feasible, considering the survey responses. Figure 3 illustrates the extent of interest in improving respondent's skills in statistical data analysis.
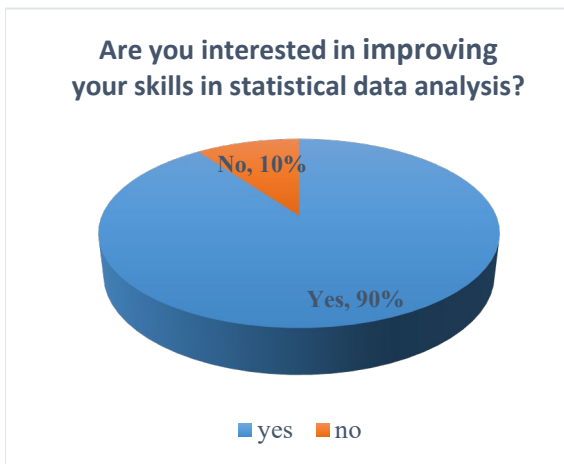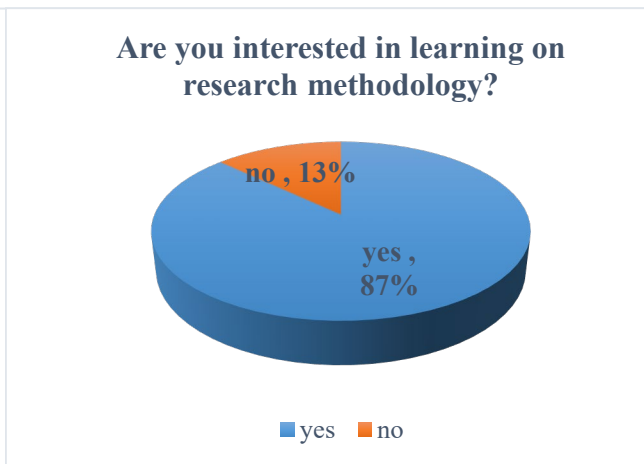

Fig. 3: Developing Skills in Statistical Packages   Fig. 4: Interest in Learning Research Methodologies

When asked if respondents wanted to learn research methodologies about surveys and design, 87% agreed, while 13% only responded negatively. This question indicated a significant direction for developing training in the scope of statistical data analysis. Figure 4 illustrates the interest in learning research methodology among respondents.

4. Product Offering

4.1 Online courses

First is the online courses, which will be offered by the enterprise website for customers, and those courses can be given at the center. The same professionals will record the online courses so the students can choose how they want to learn. Online courses can be reached at any point or area in the world. The user can easily take the course through the website using the lab's simple website design, and the electronic payment through the national telecommunication service provider will activate the courses. At the end of the course, an attendance certification will be given; then, the crew will communicate with the students to get their feedback about the course they finished, the service, and the quality of getting the information and teaching the course.

4.2 Face-to-face Courses

Second are the face-to-face courses, which will be given at the physical center. The students will choose the courses according to their needs. This will create a comfortable and easy environment to take the information of the right quality, and the teachers will be chosen professionally with the proper technique to deliver the information quickly and flexibly. New courses are not available in Syria at large numbers, which gives us a competitive advantage. Research and data analytic courses provide knowledge to increase the consciousness of the importance of research by focusing on teaching this type of knowledge. The course price will suit the customers and the teachers, and the payment will be in cash before the course starts. At the end of the course, if the student accomplished 80% of presence, they will be given a presence certification. They will take their feedback about the course they finished through an evaluation paper with several questions about the courses.

The offers of customized training programs for organizations that have contracted with them allow these organizations to select courses that align with the specific needs of each section or department within their structure. By providing this flexibility, the center aims to cater to each organization's unique requirements and enhance the overall effectiveness of its training efforts.

To further strengthen its relationship with contracted organizations, the center can offer special incentives, discounts, or tailor-made offers based on their specific requirements and objectives. This level of flexibility ensures that they can provide the most relevant and impactful training programs to meet the organizations' needs.

4.3 Training Programs

The training programs are primarily conducted at their dedicated facility but can also be arranged at the organization's premises if required. The duration of each training program varies depending on the complexity and depth of the chosen course. Providing various course options with various durations ensures that organizations can select programs that align with their time constraints and availability.

Upon completion of a training program, they need to gather feedback from the contracted organization to assess the overall effectiveness and value of the program. This feedback helps them continuously improve their training offerings and ensure that they remain relevant and valuable to the organization's operations. By actively seeking feedback, the training center demonstrates its commitment to serving the needs of its clients and continuously enhancing their training experiences.

The offers tailored training programs to contracted organizations allow them to select courses based on the specific needs of different sections or departments within their organization. By offering

flexibility and special incentives, organizations receive customized training solutions that align with their objectives. The programs can be conducted at the center's facility or the organization's premises, and the duration of each training program can be adjusted based on the chosen course. Feedback from the contracted organization is solicited to improve the quality and relevance of the training programs continuously. This commitment to customization and improvement sets them apart as a premier provider of training services.

4.4 Consulting and Support

The center will provide consultation and support services for research projects and data analysis tasks. According to the type of consultation, they will determine the experts who will help the client. Then, the client will present the type of study to the experts, and then they will discuss the idea of the project and make the study or the type of service they want. After finishing the study, they will keep in touch with the client for a specific period to answer all of his questions and meet his needs. The consultation will be paid, and after the consultation, the client will decide if they want to make the study.

The center aims to provide comprehensive consultation and support services for research projects and data analysis tasks at its dedicated center. This ensures that suitable experts are assigned to assist clients based on the specific type of consultation required. Upon initial contact, the client will present their study and outline their objectives to the designated experts. Through thorough discussions, the project idea is refined, and the nature of the study or desired service is determined.

The specialized consultation services offered encompass a wide range of research fields and data analysis techniques. The experts ensure that the study design aligns with the client's objectives and facilitates the achievement of desired outcomes. Close collaboration between the experts and the client is maintained throughout the entire process. Following the completion of the study, the center continues to provide support and remains accessible to the client for a specified duration. This allows for ongoing dialogue to address questions or concerns and ensure the client's needs are fully met. It is important to note that consultation services are provided on a fee basis.

Upon completion of the consultation phase, the client is presented with the option to decide on whether to proceed with the study at the center or explore alternative avenues. This approach provides clients with the necessary flexibility to evaluate the benefits and value of the consultation service before committing to further collaboration.

The establishment of a dedicated consultation section within the research training at the center emphasizes the importance of tailored guidance and support in research projects and data analysis tasks. Through a collaborative and iterative approach, the business enterprise strives to ensure that clients receive comprehensive assistance in designing and executing their studies while strongly emphasizing addressing individual needs and objectives.

5. Market Segmentation

Market segmentation is dividing the total market for a product or service into groups with similar needs, so each group is likely to respond favorably to a specific marketing strategy. It is better to consider segmentation variables, which are parameters that identify the particular dimensions that distinguish one market behavior from another. The benefit variables that are the definition of a market highlight the unsatisfied needs of customers. Also, there are demographic variables. The benefit variables alone are insufficient for market analysis, and demographic variables refer to specific characteristics that describe customers and their purchasing power. Typical demographic variables are age, marital status, gender, occupation, and income. A strategy that recognizes the different preferences of individual market segments and develops a unique marketing mix has recognized three separate market segments: students, corporations, and academic researchers. Following the multi-segment approach, the proposed

business develops a competitive advantage with three marketing mixes based on pricing, promotion, and distribution differences. The largest segment being targeted is university students. This segment represents more than half of the market. In the short-term strategy, the main focus is going to be on students.

Both online and face-to-face courses are critical. Proposed courses examine knowledge of how to write a successful research paper, research methods and statistics, research methodology, and quantitative and qualitative research. In the second segment it could be provided services for the two types of corporations. The first type is the startup corporations requiring services including feasibility study and market analysis. The second type is an established company requiring employee training programs, research, and data analysis services. The corporations being targeted are located in Damascus, Syria. The third segment comprises academics and professionals, who require advanced courses in research and data analysis such as (advanced research methods, advanced quantitative and data analysis, and statistical packages (SPSS and NVIVO).

6. Conclusions

Sustainability does not mean sacrificing profits or putting success on the back burner. Instead, it has become crucial to any organization's successful strategy. A business that does not consider the potential risks is less successful in several measures, including profitability, growth, and employee retention.

The proposed training center develops critical guidance for Syrian businesses in the scope of offering research solutions and training and courses, empowering individuals and businesses in Syria to excel in the ever-evolving, data-driven world. With a comprehensive curriculum that covers the latest industry trends and practices, this enterprise could be dedicated to equipping learners with the knowledge and skills necessary to thrive in today's competitive landscape. They could offer flexible learning options, including in-person courses and interactive online programs, targeting diverse participants. Driven by the unwavering commitment to practical application, the center will emerge as the leading educational institution in this space. Through hands-on projects, case studies, and industry collaborations, bridge the gap between theory and practice, enabling learners to navigate real-world challenges confidently. Backed by a dynamic management team, partnerships with industry leaders can be established, ensuring that the curriculum remains relevant and up to date. These collaborations also provide valuable networking opportunities and potential pathways for internships and job placements, further enhancing the professional growth of learners. The paper contributes to academic debate and knowledge by guiding sustainable business startups aiming to achieve both business and economic sustainability.

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