**Initial Title: “*Exploring the Adoption Process and Implementation Challenges of Customized Business Software*”.**

1. **Introduction**

* Background of the Study
* Statement of the Problem
* Research Objectives
  + To explore factors influencing the adoption of customized software
  + To identify key challenges faced by service providers and clients
  + To compare adoption outcomes across different industries
* Research Questions
* Scope of the Study (7+ companies from both IT and client sides)
* Significance of the Study (academic, business, and national relevance)

1. **Literature Review**

* Overview of Customized Business Software
* Benefits of Custom Solutions in Modern Enterprises
* Comparative Review: Customized vs. Off-the-Shelf Software
* Theoretical Models:
  + Technology Acceptance Model (TAM)
  + Technology–Organization–Environment (TOE) Framework
  + Innovation Diffusion Theory (IDT)
* Review of Past Studies on Software Adoption and Challenges
* Conceptual Framework for the Study

1. **Industry Overview**

* Overview of the Global Software Industry
* IT Industry in Bangladesh and Its Contribution to the Economy
* Business Sectors Using Customized Software (Banking, Education, Health, Retail, etc.)
* Government and Private Sector Initiatives (e.g., Digital Bangladesh, Smart Bangladesh)
* Importance of Collaboration between Developers and Clients

1. **Research Methodology**

* Research Design: Descriptive and Exploratory (Mixed-Method)
* Population: Software firms and their client organizations
* Sampling: 7+ companies from different sectors
* Data Collection Methods:
  + **Survey:** For employees, developers, and client users
  + **Interview:** For project managers and IT heads
* Research Instruments:
  + Structured questionnaire (Likert-scale and open-ended questions)
  + Semi-structured interview guide
* Data Analysis Techniques:
  + Quantitative: Descriptive statistics (mean, frequency, percentage)
  + Qualitative: Thematic analysis from interview responses
* Reliability, Validity, and Ethical Considerations

1. **Data Presentation and Analysis**

*(To summarize findings from all 7+ companies)*

* Respondent Demographics (tables and charts)
* Current Adoption Status of Customized Software
* Motivating Factors for Adoption
* Major Challenges Identified:
  + Technical issues
  + Financial constraints
  + Communication and requirement-related problems
  + Skill and resource gaps
  + User adaptation and resistance
* Company-wise Comparative Table
* Thematic Summary from Interviews

1. **Discussion**

* Interpretation of Findings
* Linking Results with Literature and Theoretical Frameworks
* Comparison Between Service Provider and Client Perspectives
* Patterns and Differences Across Industries
* Critical Success Factors for Effective Adoption

1. **Conclusion and Recommendations**

* Summary of Major Findings
* Key Conclusions
* Recommendations for:
  + **Software Companies:** Better project planning, communication, user training
  + **Client Organizations:** Clear requirements, realistic timelines, feedback mechanisms
  + **Policy Makers:** Training incentives, ICT ecosystem support
* Study Limitations

**References**

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| **Company** | **Role** | **Total Respondents** | **Years of Experience** |
| --- | --- | --- | --- |
| Modern Ishakhan General Hospital | Employee, Developer, Client | 12 | 1-3 years |
| Afnan Pharma | Employee, Developer, Client | 8 | 3-5 years |
| ZiDrop | Employee, Developer, Client | 10 | 3-5 years |
| Eastland Insurance PLC | Employee, Developer, Client | 9 | 5+ years |
| Lira Group | Employee, Developer, Client | 11 | 1-3 years |