



Proposal guideline

The proposal should include the following:

1. Working title, name and other personal details
2. Background and introduction to the topic
3. Short literature review of relevant concepts
4. Objectives and research questions
5. Research method and approach
6. Overview of the chapters (preliminary table of content)
7. Timeline in which research will be conducted (planned date of submission of your thesis)
8. References

Questions/Topics that should be addressed in your proposal:

- What research question would you like to investigate? Please state your research question explicitly.
Check that the research question can be answered (is feasible).
- Clarify any basic concepts or terms.
- Why is it important to answer this question (relevance)?
- Who will benefit from the answers (audience)?
- How does this your thesis add to scholarly and practical knowledge?
- What relationships are you hypothesizing? What is the logic for the relationships?
- What is the level of analysis (society, markets, industries, firms, leaders, employees)?
- Identify the literature that is relevant to your topic and conduct a brief literature review.
- How will you proceed methodologically (qualitative/quantitative)? How will you collect your data?