DBA RESEARCH PROPOSAL STRUCTURE

This document should serve as a guide to develop your Research Proposal. The length of this document should be around 2000-3000 words or 10-12 pages.

Title of the Research Proposal.

Academic Area: (e.g.) Marketing, Strategy, Entrepreneurship, etc. Up to two areas can be chosen)

Introduction: This section should take the form of a relatively brief abstract of the general area of study and identify the discipline(s) within which it falls.

You might also point here to the way in which your background, or experience, gives you competences in your chosen area.

Objective of the study: the aim of this section is to state the question, or problem, under study, you may also want to include the contribution of your research to the literature in your field.

Relevant literature (Literature Review): In this section you should demonstrate that you are aware of the debates and issues raised in your topic of research. References to key articles and texts should be made to show that you manage the most relevant articles in your chosen field of study.

Proposed Methodology: You need to demonstrate an awareness of the methodological tools available to you and show some understanding of which would be suitable for your research. In other words, whether you intend to use a qualitative or quantitative approach or both (mixed methods approach). This is the section to introduce any key information regarding the data you are planning to use in your dissertation.

Conclusions.

Bibliography (References): You should include a short list of references to key articles and texts cited in the document.