

Research Proposal Format for Master Thesis (2-6 pages)

Dr. S.A.M. Dolmans

Name student

Name TU/e supervisor

Name company

Project Titel

Theoretical background (short literature overview)

Providing an overview of the research area. What is the relevance of your research topic? What do we know/ what do we not know? Which research gap needs to be addressed with your empirical study (master thesis)?

Research questions

Main research question

What main research question will help to (partially) fill the research gap?

Sub research questions (if applicable)

What sub research questions need to be answered in order to answer the main research question?

Empirical context (incl. company description - if applicable)

What is the empirical/business context in which you will be conducting the study to address the research gap? What industry/type of company/research setting? How does this context fit with your research question/gap?

Method

Research Design/Approach

What is your research approach (qualitative: e.g. exploratory or quantitative: e.g. testing). On what organizational phenomenon/process will you collect data? What type of data will you collect (e.g. interviews, survey, secondary data)? Why is this method suitable for answering your research question(s)?

Sources of data and data collection

Which sources (cases, companies, projects, persons, databases) will provide you with the above data? How will you collect data?

Data analysis approach(es)

How will you analyze the collected data in order to answer your research question(s)?

Deliverables

Anticipated theoretical insights

What new theoretical insights do you hope to generate with your study?

Anticipated practical implications for company

What insights do you hope to generate for the company?

Detailed Planning

Planning including literature study, data collection, data analysis, writing thesis.

References

Reference list in APA format