CARLETON UNIVERSITY

SPROTT SCHOOL OF BUSINESS

MSc Thesis Proposal

**[Title]**

by

[name of student]

Presented to the MSc Thesis Proposal Committee:

x (supervisor)

y

z

date

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# ABSTRACT

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## 1.1 Introduction (1p.)

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## 1.6 Research questions (general & specific) (1p.)

### (+ Table one-page summary) (1p.)

Table x -

|  |  |
| --- | --- |
| Title |  |
| Research theme |  |
| Source of the problem | - Practical problems  - Theoretical problems |
| Managerial problem |  |
| Research objective |  |
| General research question |  |
| Specific research questions |  |
| Type of research |  |
| Research approach |  |
| Research strategy |  |
| Data collection methods |  |
| Organization and participant selection |  |

# CHAPTER 2: CONCEPTUAL FOUNDATIONS (15-20p.)

## 2.1 Core concepts 1 (4p.)

## 2.2 Core concepts 2 (4p.)

## 2.3 Core concepts 3 (4p.)

## 2.4 Relevant theories (2p.)

## 2.5 Conceptual framework (3p.)

(+ Figure of the model)

## 2.6 Hypotheses, if applicable ? (2p.)

# CHAPTER 3: RESEARCH METHODOLOGY (10-15p.)

## 3.1 Research approach (1p.)

(type / purpose of research)

(qualitative / quantitative / mixed (quant/qual))

## 3.2 Research strategy (2p.)

Type: experiment, survey, case studies, action research, other

Time horizon: cross-sectional / longitudinal

Study setting: field / laboratory

## 3.3 Data collection methods / Research tactics (3p.)

(observation, questionnaires, interviews, secondary data, archives, trace, other)

## 3.4 Organizations and participant selection (2p.)

### 3.4.1 Unit of analysis

(individual, dyads, groups, divisions, organizations, industry, clusters, nations)

### 3.4.2 Sampling design

(probability / non probability; sample size; sample selection)

## 3.5 Measurement (operational definition; scaling) (1p.)

## 3.6 Quality of the research (1p.)

## 3.7 Data analysis (1p.)

## 3.8 Ethical considerations (p.)

## 3.9 Expected timeline (p.)

# REFERENCES (5-10p.)

# APPENDICES

## (ex: interview guide, questionnaire,

## letters, consent form)

**Additional chapters in Thesis** (~80-100 p.)

CHAPTER 4: RESULTS (10-15p.)

4.1 Results on ...

4.2 Results on ...

4.3 Results on ...

CHAPTER 5: ANALYSIS AND DISCUSSION (10-15p.)

5.1 Analysis

5.2 Discussion

CHAPTER 6: CONCLUSION (5-10p.)

6.1 Overview

6.2 Implications

6.3 Limitations

6.4 Suggestions for future research