

NOTE ON PHD PROPOSAL

*François Brouard, DBA, FCPA, FCA
Sprott School of Business, Carleton University*

Initial Choices

- Type (classic vs 3 papers)
- Timeline

Note: for a lot of choices refer to :
Brouard (2018) Note on Business Research Process: A Summary

One-Page Summary (see thesis Brouard (2014, p.79) for an example)

Title	
Research theme	
Source of the problem	
Managerial problem	
Research objective	
Research question (general)	
Research question (specific)	
Research approach	
Research strategy	
Research tactics	

Structure of the Proposal

- TABLE OF CONTENTS (include possible tables and figures in TOC) (~100 p.)
 - ABSTRACT
 - CHAPTER 1: INTRODUCTION AND PROBLEMATIZATION (25-30 p.)
 - Introduction
 - Research theme
 - Source of the research problem
 - Managerial problem and justification
 - Research objective
 - Research questions (general & specific)
 - Expected contributions
 - (+ Table one-page summary)
 - CHAPTER 2: THEORETICAL FOUNDATIONS (40 p.)
 - Core concepts
 - Research paradigms
 - Relevant theories
 - Conceptual framework
 - (+ Figure of the model)
 - Hypotheses ?
 - CHAPTER 3: RESEARCH METHODOLOGY (25-30 p.)
 - Type / purpose of research
 - Epistemology
 - Research approach
 - (qualitative / quantitative / mixed (quant/qual))
 - Research strategy
 - Type: experiment, survey, case studies, action research, other
 - Time horizon: cross-sectional / longitudinal
 - Study setting: field / laboratory
 - Data collection methods / Research tactics
 - (observation, questionnaires, interviews, secondary data, archives, trace, other)
 - Unit of analysis
 - (individual, dyads, groups, divisions, organizations, industry, clusters, nations)
 - Sampling design
 - (probability / non probability; sample size; sample selection)
 - Measurement (operational definition; scaling)
 - Quality of the research
 - Data analysis
 - Ethical considerations
 - Expected timeline
 - Conclusion
 - References (15p.)
 - Appendices (ex: interview guide, questionnaire, letters, consent form)
- LIST OF TABLES
- LIST OF FIGURES

Title Page

CARLETON UNIVERSITY - SPROTT SCHOOL OF BUSINESS

BUSI 6907 PH.D. THESIS TUTORIAL

Thesis Proposal

[Title]

by

[name of student]

Presented to the Ph.D. Thesis Proposal Committee:

x (supervisor)

y

z

date