Working Title

Research Proposal – Academic Skills II

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Supervisor:  **XXXXXXXXXXXXXXXXXXXXXXxxxx**

Wiener Neustadt, date

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Proposal for a Bachelor Paper

Please refer to the structure below for an empirical Bachelor paper. The Bachelor paper research proposal should present the described contents. Arrange the contents in a meaningful manner and avoid redundancies. Following the structure outlined below is recommended but not obligatory. When writing your proposal, always refer to academic literature!

# Research Context and Rationale

* Introduction to the topic
* Context statement, problem statement
* Further introduce your topic by providing, for example, main concepts (constructs), their definitions, their taxonomy and components, their relationships, antecedent and outcomes, ideas from seminal works, most relevant empirical findings, how your topic is related to other concepts (e.g. firm performance) or fields of research, context of the phenomenon (e.g. financial crisis) etc.
* Describe the relevance of your topic
	+ Why is your research relevant? What is its significance and contribution to the field?
* *Refer to relevant academic literature! All quotations need to be properly cited.*

# Research Objective and Research Question

* What is the key research objective? What does your thesis aim to achieve?
	+ Optional: Give a justification for your field project, e.g. outline a gap in the current literature or “puzzle” in the real world
* Present the *central research question or hypothesis* which will be investigated in your work.

# Current State of Research

* Describe relevant academic models/theories/frameworks that you are referring to
	+ If you are writing on how a country or regions profile impacts the products from the area, you might refer to the Country of Origin Effect theory, first *researched by…*
	+ *If you are writing about cultural impact of something on something you might refer to Hofstede’s or Hall’s cultural dimension model*
	+ *If you are writing about a new innovation and how it is adopted  you might refer to the Diffusion of Innovation model by Rogers from xxx*
	+ *If you are writing about brand equity and it’s impact on xxx, you might refer to  Aaker’s Brand equity model*
* Describe the status of academic research on the research question/hypothesis.
	+ Describe the results that others have already compiled on your topic.
* *Refer to relevant academic literature!*

# Research Method

* **Describe the methodological design** (e.g. qualitative study, quantitative study, experiment, case study research).
	+ Specify why you either chose a quantitative or qualitative research design. Why is the chosen method appropriate within this context? What requires special attention (potential obstacles)?
* **Describe the data collection method:**
	+ Specify which **method(s) of data collection** you aim to employ to address your research questions:
		- data basis1or data collection method (e.g. interviews, focus groups, observation, survey,….)
		- data acquisition tool (guidelines, questionnaire, databases/data sources)
	+ Specify the **selection criteria** (sampling/recruiting, time frame, etc.)
		- * Specify your *sampling strategy*: define and justify the target population, specify the sampling strategy, specify how many people you aim to include in your sample.
			* Specify your *recruiting strategy* i.e. where, when, and how you will recruit participants for the study and which potential incentives you will provide (if any).
	+ Specify your **procedure for data acquisition**
* Describe the method you will use for **data analysis**:
	+ Qualitative: method of data analysis (e.g. content analysis) and planned procedure
	+ Quantitative and experimental: specify the statistical testing procedure for each hypothesis
	+ Case Study Research: systematic procedure of data analysis; describe analysis method for each data source
	+ [Not relevant for Academic Skills II but maybe for your Bachelor’s Paper] Literature Review: Describe the methodological design (i.e. literature review):
		- Which criteria are applied for selecting sources?
		- Which databases, catalogues etc. are used?
		- Search strings/key words
		- Process of selecting adequate sources
		- Describe the body of literature that is available and the quality of available sources

 In case of analyzing archival data (e.g. from Bloomberg, Orbis, financial reports), describe which data will be used (e.g. data on non-current assets, total debt), which industries are analyzed, what kind of companies (e.g. small companies, listed companies, MNEs), etc. In case of analyzing archival data (e.g. from Bloomberg, Orbis, financial reports), describe which data will be used (e.g. data on non-current assets, total debt), which industries are analyzed, what kind of companies (e.g. small companies, listed companies, MNEs), etc.

# Structure of the Paper

* Preliminary table of contents
* This requires a fully developed understanding of the topic (!)

# Bibliography

* Use of academic, mainly peer-reviewed literature.
	+ It is recommended to mainly use specialist literature from recognized academic international journals
* Correct references of literature used in the proposal.
* Correct references of literature planned for use in the Bachelor paper.
* Refer to the BCI Citation Guide – Chicago Style.