

# DBA Research Proposal

## Purpose

The purpose of the proposal is:

- For the candidate to demonstrate a good understanding of the nature of research;
  - For the candidate to demonstrate an initial level of commitment; and
  - To allow the DBA office to match the applicant's interests with those of an appropriate academic supervisor.
- The proposal also assists you in developing your thinking about what problem you would like to address as part of your thesis.

## Guidelines

The proposal should begin by identifying the proposed problem and the context in which it may occur. It should demonstrate that you have done some initial reading around the topic and can begin to position your research ideas within the literature. You should explain why the problem interests you and how you hope a solution to the problem will benefit your business or wider industry. It is possible to build upon earlier work that you have previously undertaken elsewhere, but the proposal must demonstrate that the research will be moving this earlier work forward. If you have a specific angle that you would like to take in your research you should indicate this as it will help guide the process of matching you with potential thesis supervisors.

## Required Information

- Working Title
- Short description of the research/business problem and its context (approximately 250-500 words)  
Include the general background of your proposed research, the research question that you are seeking to answer. Broadly explain the context of the problem you are addressing and your specific interest in the problem, with perhaps a reason for this interest.
- Positioning the research (approximately 1500-2000 words)  
Provide a summary of the academic debate surrounding your research topic with reference to some of the more important papers and books. Also explain the relevance of your research to industry/business.
- Research methods (400-600 words)  
Identify how you plan to approach the problem and what sorts of data you will need to undertake your research.
- List of References

## Assessment of Proposal:

We will be looking for a clearly written and presented document which demonstrates an ability to think critically about business problems. There needs to be evidence that you have critically engaged with available literature. You need to demonstrate originality in considering the purpose of your research and how you can contribute to applied knowledge and the development of new practices. It is crucial that the proposed research is feasible with regard to access to data and timeframes for completion.

## Additional Information:

The research proposal is a crucial part of the selection process, however, the content and direction may change over time as you begin the research process. Indeed, this is often expected of thesis research.

## Contact Details:

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