

## Department of Marketing, University of Otago: Research Proposal Guidelines

Please write a short, **1000 word max (excluding references)**, provisional proposal using the following headings as a guide. Your proposal should be in 12-point font, single spaced and written in lay English for a general audience under the headings as indicated.

### **Topic/Research Question:**

Provide a brief review of the literature pointing out blindspots or 'gaps' where we have insufficient theoretical knowledge of the problem.

Literature should be current (e.g. most of the discipline-focused literature should be published from 2013 onwards; keep seminal articles or older methodological articles) and relevant to the academic discipline or managerial context.

The section should culminate in a succinct statement of the research question or research problem that you are addressing.

### **Research Benefits/Significance:**

Provide a brief outline (2-3 sentences) of the benefits/effects your research may produce – for whom, why, and in what way?

You should include two paragraphs that separately address practical benefits (e.g. to professionals) and academic/theoretical benefits (e.g. tightening a theory or evaluating boundary conditions or moderating variables).

### **Design/Plan of the Study:**

Provide a brief outline of the potential methodology and methods/research technique(s) to be employed in the study. These should be selected to enable you to best address the question/problem/issue you are studying.

You should demonstrate a 'fit' between problem and the method you propose and you should also demonstrate familiarity with the method.

This section is crucial as:

- it enables us to determine whether you have sufficient background knowledge and are likely to complete the project
- we can then match up your topic and method with our staff to ensure we can supervise the project

### **Timeline for a PhD:**

Sequencing of activities and expected durations. Can be a table or a Gantt chart.

### **References:**

This is a scholarly proposal and it should contain references.

Are you aware of seminal or foundational work in this area?

Are you using current research and working at the cutting edge?