Section 1: Applicant Information

(Estimated Word Count: 200–250 words)

Name:

(Provide your full name.)

Contact Details:

(Include your email address, phone number, and home address.)

Current Position and Organisation:

(Mention your current job title, employer, and industry. Explain how your professional experience relates to your proposed research.)

Academic Background:

(List your relevant academic qualifications, including degrees, certifications, and any research experience. Highlight any areas that relate directly to your proposal.)

Supervisor (if applicable):

(If you have already been assigned or have a proposed supervisor, provide their name and contact details.)

Section 2: Proposed Research Title

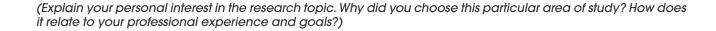*(Estimated Word Count: 20–30 words)*

Working Title:

(Provide a clear and concise working title for your research. The title should reflect the main focus of your research and include relevant keywords. It doesn't have to be final, but it should give a sense of your research direction.)

Section 3: Research Motivation and Rationale

(Estimated Word Count: 400–500 words)

Personal Motivation:

(Explain your personal interest in the research topic. Why did you choose this particular area of study? How does it relate to your professional experience and goals?)

Relevance to the Industry/Organisation:

(Detail how your research is relevant to your industry or organisation. How will it address specific problems or gaps? Will it have a direct impact on improving business practices?)

(Estimated Word Count: 300–400 words)

Subject Area:

(Give a brief description of the subject area of your research and how it fits within the field of business administration. Clearly define your area of focus, such as leadership, strategic management, innovation, or corporate governance.)

Research Context:

(Explain the relevance of your topic within the business and academic world. Why is this topic important? What recent trends or challenges in the industry does your research address?)

Section 5: Literature Review

(Estimated Word Count: 900–1100 words)

Summary of Key Literature:

(Provide a brief review of the most important studies, theories, or frameworks related to your topic. What are the key themes, debates, and gaps in the literature? Highlight 3-5 sources that are particularly influential in your area of research.)

Research Gap:

(Explain what has not yet been explored in the literature. How does your research address this gap? Ensure that your proposal demonstrates that your topic is original and relevant.)

Section 6: Key Research Questions

(Estimated Word Count: 200–300 words)

Aims and Objectives:

(State the primary research question(s) your study will address. Be specific about what you are trying to find out. Define 2-3 clear, achievable objectives that will guide your research. For example: What impact does leadership style have on employee innovation in the tech industry?)

Hypothesis:

(This should be a statement that you will test through your research.)

Section 7: Research Methodology

(Estimated Word Count: 800 - 1000 words)

Research Design:

(Explain how you will approach your research. Detail your mixed-methods approach. Provide a rationale for why this method is the applicable to your research question.)
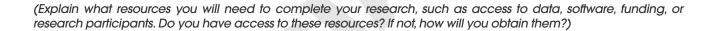
Data Collection:

(Describe the tools and techniques you will use to collect data. Will you conduct interviews, surveys, case studies, or experiments? Specify your target population or data sources.)

Justification of Methods:

(Explain why you have chosen these particular methods. For instance, why would interviews be more suitable than surveys? What makes your chosen methods the best approach to answering your research questions?)

Data Analysis:

(Detail how you will analyse the data you collect. What statistical or qualitative analysis tools will you use? How will you interpret the data to answer your research questions?)

Section 8: Feasibility and Resources

(Estimated Word Count: 200–300 words)

Availability of Resources:

(Explain what resources you will need to complete your research, such as access to data, software, funding, or research participants. Do you have access to these resources? If not, how will you obtain them?)
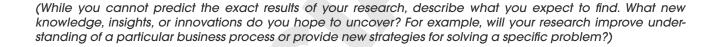
Collaboration Opportunities:

(Describe any potential partnerships or collaborations that could support your research. Are there organisations, academic institutions, or individuals who could contribute data, expertise, or resources? Any collaborators who are endorsing your DBA should be mentioned here and a signed declaration from them is to be added to this proposal in the appendix.)

Section 9: Expected Contribution

(Estimated Word Count: 300–400 words)

Anticipated Outcomes:

(While you cannot predict the exact results of your research, describe what you expect to find. What new knowledge, insights, or innovations do you hope to uncover? For example, will your research improve understanding of a particular business process or provide new strategies for solving a specific problem?)

Impact on Professional Practice:

(Discuss how your research could influence your professional field or organisation. What practical applications might your findings have in business management or industry?)
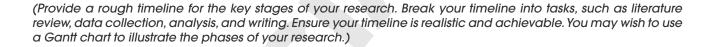
Section 10: Potential Limitations and Risks

(Estimated Word Count: 200-300 words)

Challenges:

(Identify potential challenges that could arise during your research, such as difficulties in accessing data, time constraints, or limited resources. How will you overcome these challenges?)

Risk Mitigation:

(Explain the strategies you will use to mitigate the risks identified. For example, if data access is an issue, do you have backup plans for obtaining similar data from another source?)

Section 11: Research Timeline

(Estimated Word Count: 300–400 words)

Project Plan:

(Provide a rough timeline for the key stages of your research. Break your timeline into tasks, such as literature review, data collection, analysis, and writing. Ensure your timeline is realistic and achievable. You may wish to use a Gantt chart to illustrate the phases of your research.)

Milestones:

(Identify specific milestones, such as completing your literature review or submitting drafts. These help track progress and ensure the project remains on schedule.)

Section 12: Knowledge Transfer and Dissemination Plan

(Estimated Word Count: 200-300 words)

Dissemination Strategy:

(Outline how you plan to share your research findings. Will you publish papers, present at conferences, or produce reports for your organisation or industry? Explain how your findings will reach the relevant stakeholders.)

Engagement with Stakeholders:

(Discuss how you will engage with key stakeholders during and after your research. This might include collaborating with industry professionals, policy-makers, or academic peers.)

Section 13: Ethical Considerations

Introduction:

At Ascencia Business School, ethical responsibility is at the heart of all research activities. Our institution emphasizes the importance of conducting research that not only contributes to academic knowledge but also upholds the highest standards of integrity and responsibility. As future leaders in business, you are expected to approach your research with an ethical mindset that reflects the school's mission of promoting responsible business practices and sustainable leadership. This section of your research proposal requires you to address any ethical concerns related to your study, ensuring that your research aligns with both institutional and international ethical guidelines. It is especially important to consider issues like informed consent, data protection, and the well-being of participants when planning your research.

In this section, you will answer the following questions to ensure that your research is conducted in an ethically responsible manner:

Informed Consent:

Q. Will your research involve human participants? If yes, how will you ensure that participants provide informed consent?

Q. What specific information will you provide to participants about the purpose of the research, their involvement, potential risks, and their right to withdraw?

Confidentiality and Privacy:

Q. How will you protect the confidentiality of the participants involved in your research?

Q. What measures will you take to ensure that participants' personal or sensitive data are securely stored and only accessed by authorized personnel?

Q. How will you anonymize data, if applicable?

Data Protection:

Q. What steps will you take to comply with data protection laws (e.g., GDPR)?

Q. How will you manage and store the data collected during your research to prevent unauthorized access, breaches, or misuse?

Avoiding Harm:

Q. Are there any potential risks or harms (physical, emotional, financial) that could arise for participants in your research?

Q. What measures will you put in place to minimize or eliminate these risks?

Conflict of Interest:

Q. Do you have any personal or professional relationships with participants, organizations, or stakeholders involved in your research that could create a conflict of interest?

Q. How will you ensure that your research remains objective and unbiased?

Approval from Ethics Committee:

Q. Does your research require approval from an ethics committee or institutional review board?

Q. If yes, which committee or institution will review your research proposal, and how will you ensure that your study complies with their ethical guidelines?

Section 14: References

(Estimated Word Count: NA)

Reference List:

(Include a list of the academic sources you have referred to in your proposal. Ensure that you use the correct referencing style (Harvard))