Erasmus University Rotterdam Erasmus School of Economics Master Thesis Business Analytics and Quantitative Marketing

Proposal Master Thesis

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Definition of the problem/question. What constitutes the problem? Which aspects are important?

The impact of Physical Activity (PA) on mental wellbeing has been studied extensively in recent literature (Smith & Merwin, 2021; Noetel et al., 2024; Mahindru, Patil & Agrawal, 2023). However, as Chekroud et al. (2018) note,

Relevance: Why and for whom is the research interesting and relevant? Is it of scientific relevance, and/or is it of interest for practical applications?

Literature: What kind of results have been obtained in previous research on this topic? How does the research relate to the existing literature?

Motivation: Why is the research necessary? Why is the existing knowledge on this topic insufficient? How will the research address these issues?

Methods: Which (econometric) methods and techniques will be applied in your research? Why are the methods appropriate here?

Data: What kind of data are needed and available for the research? Time frame

References

- Chekroud, S. R., Gueorguieva, R., Zheutlin, A. B., Paulus, M., Krumholz, H. M., Krystal, J. H. & Chekroud, A. M. (2018). Association between physical exercise and mental health in 1.2 million individuals in the usa between 2011 and 2015: a cross-sectional study. *The lancet psychiatry*, 5(9), 739–746.
- Mahindru, A., Patil, P. & Agrawal, V. (2023). Role of physical activity on mental health and well-being: A review. *Cureus*, 15(1).
- Noetel, M., Sanders, T., Gallardo-Gómez, D., Taylor, P., del Pozo Cruz, B., Van Den Hoek, D., ... others (2024). Effect of exercise for depression: systematic review and network meta-analysis of randomised controlled trials. *bmj*, 384.
- Smith, P. J. & Merwin, R. M. (2021). The role of exercise in management of mental health disorders: an integrative review. *Annual review of medicine*, 72(1), 45–62.