

Master Thesis from Scratch

What you need to know to start Master Thesis in B-School

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* I would like to thank everyone participating in the book writing, including ...

Disclaimer

This book content is primarily based on my extensive experiences in Business research and teaching experiences. There are no definite guides to write Master Thesis, so please adapt suggestions based on your needs.

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Colophon

This document was typeset with the help of KOMA-Script and L^AT_EX using the kaobook class.

The source code of this book is available at:

<https://github.com/fmarotta/kaobook>

(You are welcome to contribute!)

Publisher

Work In Progress

Preface

Congratulation! You have achieved satisfactory grades in your courses namely Marketing, Organization Behavior, Operation Management and Strategy. Suddenly, lightning struck at you! You need to complete an "independent business research" for Master Thesis. You have no ideas what this phrase means. You heard from seniors that it will be difficult, but there are no lectures, no exams, even no syllabus and no letter grades. You will find out exactly what "independent business research" means and you will start on business (research) trip in the right direction!

My educational background is Bachelor of Economics from Thammasat University with First-Class Honor (gold medal), Master of Science in Statistics (Data Science) from Chulalongkorn University and Master in Business Management from Peking University. Both Master degrees involve Master Thesis, not counting several research experiences in Economics and Finance research, teaching experiences in Math-heavy courses and professional experiences in IT and insurance. Actually, my research journey starts from the second year in undergraduate after my Finance professor told me that programming skills can earn money. At that time, I did not know libraries, class, and even Jupyter notebook. With the risk of exposing myself, I am not the smartest student on Math classes or do not have even perfect memory for non-Math classes, yet I learn necessary skills through practice, and I understood all struggles that you will face in this journey.

Up to now, you may not want to read my biography, but wonder whether you need to read this book. This book title is "**Master Thesis from Scratch.**" The subtitle is "*What you need to know to start Master Thesis in B-School.*" I write this book to serve the following purpose.

- ▶ First-year Master students who need to start writing thesis as the business degree requires (Economics, Finance, Management)
- ▶ Undergraduate students who will decide whether to pursue Master degree in Business which is NOT MBA (Most MBAs do not require Master thesis in form of academic research)
- ▶ University instructors who are looking for teaching materials for Research Methodology or similar courses

I have separated the book into 10 days / chapters to give Master students sufficient knowledge on how to start writing research material. As you have known already, Master thesis is a large size project which cannot be built overnight unlike most class assignments. I will not go into excessive details either on Economics theory or Statistical techniques. These two are important ingredients for Master thesis in Business; however, I will present them in the context of writing Master thesis instead.

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