Thesis Workshop

Université de Bordeaux

2026

DBA Workshop

STRUCTURE OF PROPOSAL

Title – What is this about and why y should I read it?

Abstract – What is this all about? In a summary….

Introduction – Why is it about, why is it relevant to do this research? What would be the significance and Contribution of your research? Discuss how your study contributes to the existing body of knowledge. Highlight the expected impact of your research on the field.

Literature review – Who have studied this subject before and are these studies relevant to your research? Identify gaps, debates, or areas where further research is needed. Establish the theoretical framework that informs your research.

Objective and research questions - What is your research about? What are the research question(s)? Why is it relevant?
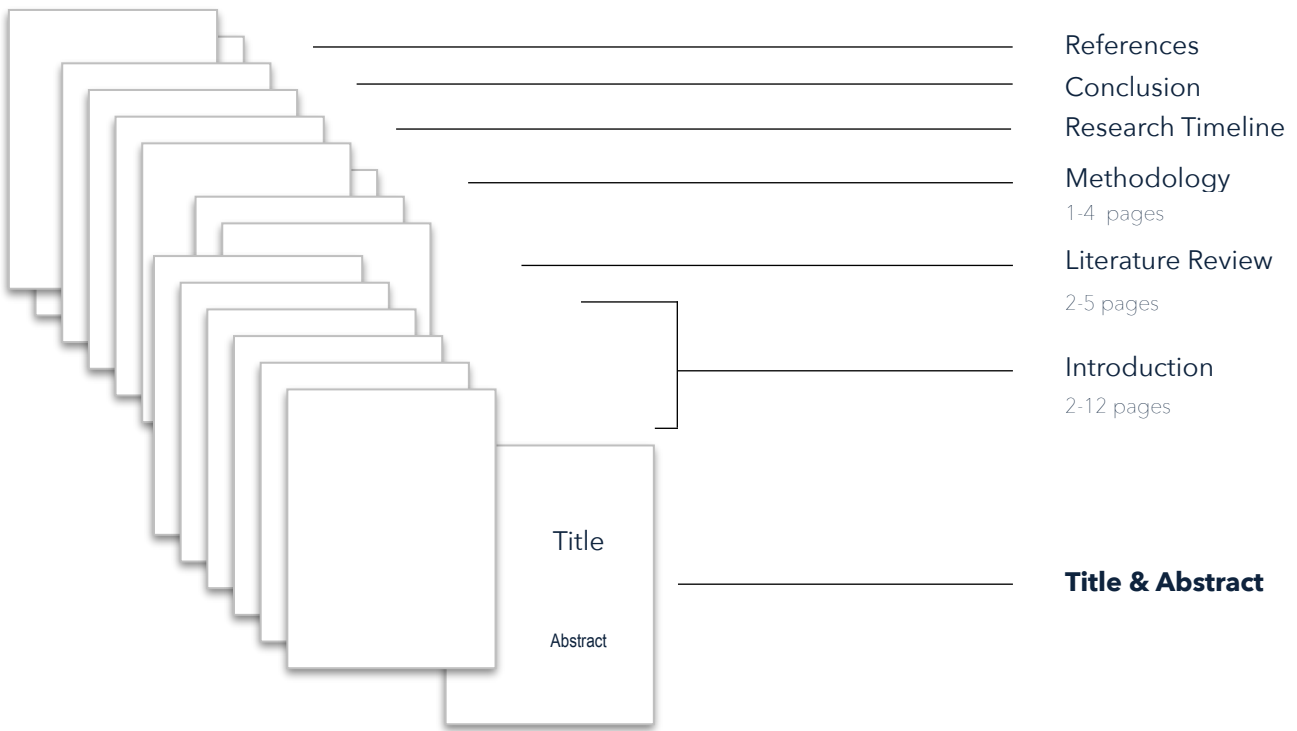
Methods – How are you going to do it? Describe the research design and methods you plan to use. Explain the data collection methods, tools, and procedures. Discuss the sampling strategy and justify its appropriateness. Provide details on data analysis techniques.

Planning / Research Timeline – How and when do you plan to organize yourself to do your research? Outline a timeline for completing different stages of the research. Include milestones, key activities, and deadlines.

Results and conclusion – What are the possible outcomes, study limitations and implications ? Briefly outline the expected outcomes and results of your research. Summarize the key points of your proposal. Emphasize the significance of your research.

References – What are the scientific references? Provide a list of all the sources cited in your proposal.

The Structure of your Thesis Proposal

References

Conclusion

Research Timeline

Methodology
1-4 pages

Literature Review

2-5 pages

Introduction

2-12 pages

Title

Abstract

Title & Abstract

From 25- to 30 pages

https://www.dropbox.com/scl/fi/1udys5lbdkwjdot7bfy2f/DBAThesis-DissertationProposalTemplate.docx?rlkey=7stu5oxi7ualw6ah3el86i3c3&dl=0

For this workshop

Patience

Contribute / Participate

New skill

OBJECTIVE

Transforming your **objectives** into tangible words...

You will list in a format of question what you would like to find out, to research.

REMEMBER- You don't do a research to PROVE something. You should remain NEUTRAL and try to find if something is true or not.

OBJECTIVE AND RESEARCH QUESTIONS

Here is how you can create and objective into a research question:

- Step 1: **I would like to find out about**….

- Step 2: **This research aims to** understand why hospital accreditation's value is unnoticed by hospital workers and clients.

Exercise > Writing your objective

Now you've got a challenge: to write in **one sentence** what is your research objective is about. In order to facilitate the process you need to develop your sentence by beginning the phrase with:

The aim of this research is to …………………………………………………………

…………………………………………………………………………………………..

…………………………………………………………………………………………..

As you you can notice, the first important piece to decide is the **verb**. Below is a list of most common verbs that you can consider using:

- analyze
- assess
- compare
- determine
- examine
- evaluate
- explore
- identify
- investigate
- propose

+ Here are examples of words that can be followed and complement the verb in scientific research:

- the impact of
- the effect(s) of
- the performance of
- the implications of
- the relationship of / between
- the factors
- the adoption
- the preferences
- the drivers
- the practices / a framework
- the reason(s)

Examples:

1. **to investigate**

   - Example: "The objective of this article is to investigate the impact of market trends on consumer behavior."

   - Example: "The objective of this article is to investigate the effects of organizational culture on employee performance."

2. **to analyze**

   - Example: "The objective of this article is to analyze the financial performance of various investment strategies."

   - Example: "The objective of this article is to analyze the financial implications of sustainability initiatives in the retail sector."

3. **to examine**

   - Example: "The objective of this article is **to examine the relationship between** corporate governance and firm profitability."

   - Example: "The objective of this article is to examine the relationship between market competition and innovation."

4. **to explore**

   - Example: "The objective of this article is to explore the factors influencing employee job satisfaction in the tech industry."

   - Example: "The objective of this article is to explore the adoption of digital technologies in supply chain management."

5. **to assess**

   - Example: "The objective of this article is to assess the effectiveness of sustainability practices in supply chain management."

   - Example: "The objective of this article is to assess the effectiveness of leadership training programs in multinational corporations."

6. **to determine**

   - Example: "The objective of this article is to determine the impact of social media marketing on brand perception."

7. **to identify**

- Example: "The objective of this article is to identify key success factors in international business expansion."

- Example: "The objective of this article is to identify the key drivers of consumer behavior in the e-commerce industry."

8. **to compare**

- Example: "The objective of this article is to compare different leadership styles in multinational corporations."

- Example: "The objective of this article is to compare the corporate governance practices of firms in different industries."

9. **to propose**

- Example: "The objective of this article is to propose a framework for enhancing organizational innovation."

10. **to discuss**

- Example: "The objective of this article is to discuss the implications of digital transformation for small and medium enterprises."
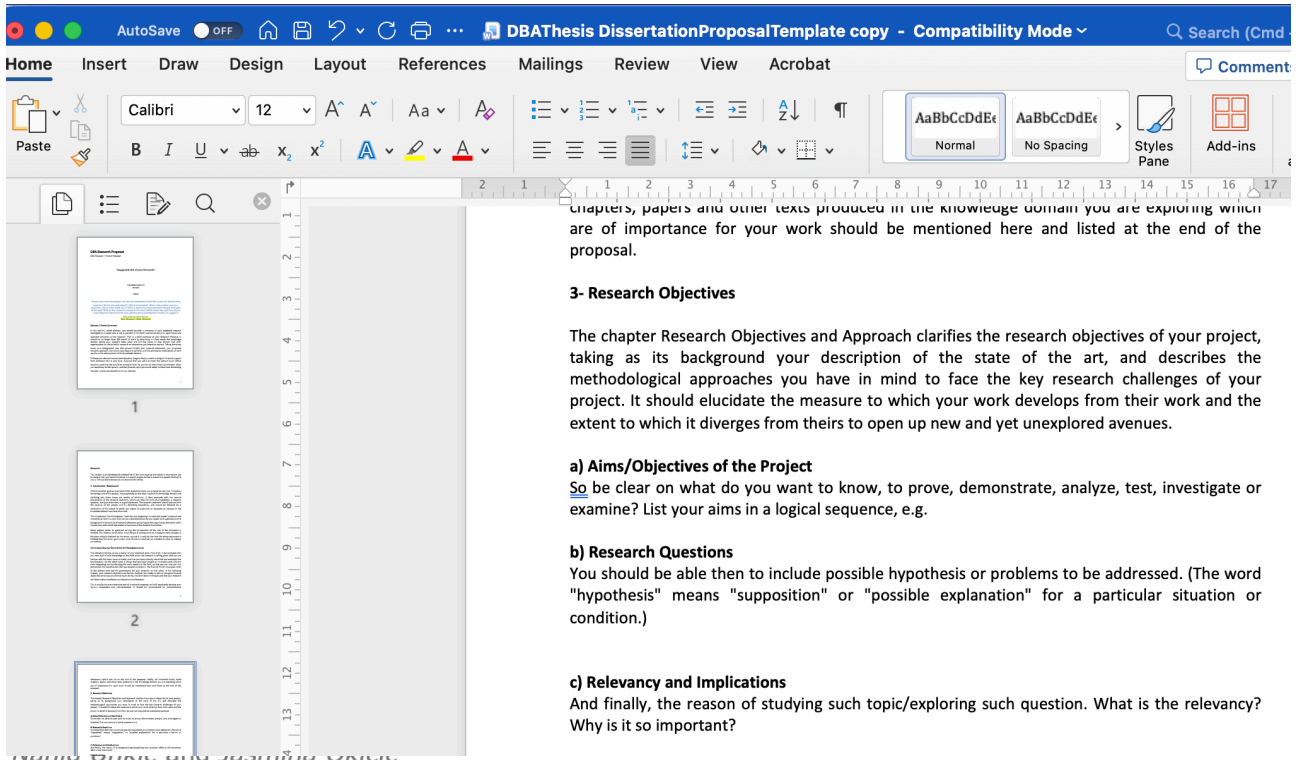
11. **to evaluate**

- Example: "The objective of this article is to evaluate the impact of ethical practices on brand reputation."

As a recap to complete this exercise:

	(A) PICK THE VERB	(B) PICK THE COMPLEMENT	SPECIFY WHAT…
	☐ analyze ☐ assess ☐ compare ☐ determine ☐ examine ☐ evaluate ☐ explore ☐ identify ☐ investigate ☐ propose	☐ the impact of ☐ the effect(s) of ☐ the performance of ☐ the implications of ☐ the relationship of / between ☐ the factors ☐ the adoption ☐ the preferences ☐ the drivers ☐ the practices / a framework ☐ the reason(s)	
THE AIM OF THIS RESEARCH IS TO…	………………	……………………………………	…………………………………

The aim of this research is to **(A) compare (B) the performance of** ……….

chapters, papers and other texts produced in the knowledge domain you are exploring which are of importance for your work should be mentioned here and listed at the end of the proposal.

3- Research Objectives

The chapter Research Objectives and Approach clarifies the research objectives of your project, taking as its background your description of the state of the art, and describes the methodological approaches you have in mind to face the key research challenges of your project. It should elucidate the measure to which your work develops from their work and the extent to which it diverges from theirs to open up new and yet unexplored avenues.

a) Aims/Objectives of the Project
So be clear on what do you want to know, to prove, demonstrate, analyze, test, investigate or examine? List your aims in a logical sequence, e.g.

b) Research Questions
You should be able then to include possible hypothesis or problems to be addressed. (The word "hypothesis" means "supposition" or "possible explanation" for a particular situation or condition.)

c) Relevancy and Implications
And finally, the reason of studying such topic/exploring such question. What is the relevancy? Why is it so important?

Namid Grkic and Jasmina Okicic

Abstract

The purpose of this research is to provide some insights into relationship between decision-making heuristics and perceived quality of life. Using the purposive sampling technique, data collection was carried out, in Bosnia and Herzegovina, from June to October 2020, yielding a sample of 319 valid responses. To gain a better understanding of the relationship between decision-making heuristics and the perceived quality of life, we, primarily, use descriptive statistical analysis, chi-square test and probit regression model. The research findings have revealed positive association between all three decision-making heuristics, i.e. representativeness, anchoring, availability, and perceived quality of life. Furthermore, the group with above-average perceived quality of life have higher representativeness, anchoring, and availability scores comparing to the group with below-average perceived quality of life. These differences are statistically significant. Furthermore, out of three decision-making heuristics components, availability, or a heuristic whereby people make judgments about the likelihood of an event based on how easily a similar example comes to mind, seems to be the strongest predictor of the perceived quality of life. Memories that are easily recalled are often insufficient for estimating likelihood of occurring similar events again in the future. In that respect, availability may produce low-quality information in the decision making process. Ultimately, this may lead to bad decisions.

Keywords: Heuristics, Perceived Quality of Life, Decision-Making

Temporal and Spatial Perception in Purchase Choice

Katarina Kostelic

Abstract

Time and space are thoroughly interlinked, not only in human perception, but in everyday life. While it may still be unclear where the time and distance perception originates and what function can be assigned to their relationship, the behavioral point of view demonstrates enough evidence of similar patterns. The aim of this research is to make another step in the direction of connecting those constructs and offer a research example with application. The objective of this research is to examine time and distance preferences in purchase situations where additional unit of time or distance saves respondent's money, and to offer a research example with application in consumer choice. Two sets of survey data of responses to hypothetical situations enable response examination. Descriptive statistical analysis is followed with the cluster analysis, multidimensional scaling and unfolding, and nonparametric tests. The results are discussed in terms of possible extension of the intertemporal choice terminology and findings to the spatio-temporal context. The findings indicate dominant susceptibility to discount amount, but also reveal similarity in responses involving the time and space distances at the similar construal level. Practical implications indicate possibility for application of space and time interchangeably in discount management, which might enable higher flexibility in the supply and decrease the customer clustering on the discount days.