<Title of Dissertation, Centered, in All CapITAL LETTERS,   
Double-Spaced and in Inverted Pyramid form   
if more than one line >

by

<Student’s full official name, previous degree(s) abbreviated>

DISSERTATION

Presented to the Swiss School of Business and Management Geneva

In Partial Fulfillment

Of the Requirements

For the Degree

DOCTOR OF BUSINESS ADMINISTRATION

SWISS SCHOOL OF BUSINESS AND MANAGEMENT GENEVA

<MONTH OF GRADUATION, YEAR>

<Title of Dissertation, Centered, in All CapITAL LETTERS,   
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by

<Student’s full official name>

APPROVED BY

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

<Chair’s Name, Degree>, Chair

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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ABSTRACT

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Co-Chair: <If applicable. Co-Chair’s Name>

[Abstract text must not exceed 350 words. Provide a complete, succinct snapshot of the research, addressing the purpose, methods, results, and conclusions of the research. The abstract should be able to stand alone, with no formal citations or references to chapters/sections of the work.]

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1.1 Introduction [Use “Level 2 Heading” Style]

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1.2 Research Problem

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1.3 Purpose of Research

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1.4 Significance of the Study

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1.5 Research Purpose and Questions

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**Level 3 Headings. <**There are no predefined style guidelines for Level 3 Headings. Create Level 3 Headings manually. They are not required to appear in the Table of Contents.>

Chapter II:   
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2.2 Theory of Reasoned Action

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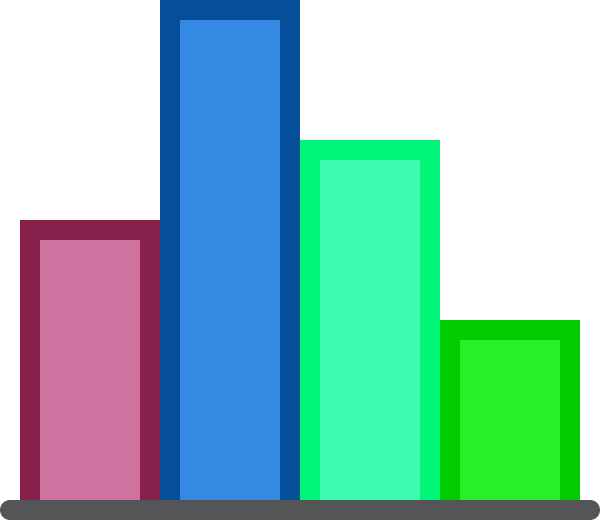


Figure 2.1[press **Shift + Enter**]  
Sample Figure Caption [Use “Figure Caption” Style”]

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| --- |
| *Note: press* ***Shift + Enter*** *after the Figure/Table number (Figure 2.1 ) to put the Figure/Table Caption on a separate line and keep both as part of the same heading. This is necessary for formatting the Table of Contents. Pressing Enter by itself will create two separate headings.* |

2.3 Human Society Theory

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2.4 Summary

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Chapter III:   
METHODOLOGY

3.1 Overview of the Research Problem

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3.2 Operationalization of Theoretical Constructs

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3.3 Research Purpose and Questions

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3.4 Research Design

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3.5 Population and Sample

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INFORMED CONSENT

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APPENDIX C   
INTERVIEW GUIDE

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References [use “Chapter title” Style]

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{Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical, volume number*(issue number), pages. http://dx.doi.org/xx.xxx/yyyyy}

Appendix A:   
FIRST APPENDIX TITLE [use “Chapter title” Style]

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