**DBA Research Proposal**

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| **Name:** |  |
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| **Working Title:** | |
| **Brief Abstract (approx. 180 words):** By way of introduction this should take the form of a relatively brief abstract of the general area of study and identify the discipline(s) (eg HRM, marketing, strategy) within which it falls. You might, if you wish, also point here to the way in which **your background** gives you **competences** in your chosen area and which **ENU faculty members** share your interests. | |
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| **Outline the work-based problem or opportunity to be addressed by your research (approx. 60 words)** Explain the problem – or opportunity - within your organisation that your research will address. | |
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| **Identify the overall aim of your research (approx. 70 words).** | |
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| **Working Key Research Questions:** Since you need to demonstrate that the topic can be completed within the normal time period allowed, you need to demonstrate that it is manageable and so focus on key questions (3-4 questions are recommended). **Approx. 50-60 words** | |
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| **Proposed Methodology (ies):** You need to demonstrate an awareness of the methodological tools available to you and show some understanding of which would be suitable for your research. For example, it may be that qualitative methods, including the analysis of interviews, are appropriate. Alternatively, your approach may involve collecting survey data and analysing these data through descriptive statistics (eg frequency tables, correlation coefficients). In other cases you may wish to combine methodologies (a “mixed methods” approach). In any event, please indicate the approach you feel will be most appropriate. |
| ⃝ Quantitative  ⃝ Qualitative  ⃝ Mixed (quantitative and qualitative) |
| **What do you envision will be your contribution to business practice? Approx 50 words.** |
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Please indicate which Discipline your proposed research fits best (please do not select more than two areas):

⃝ Accounting

⃝ Corporate Social Responsibility (CSR) and sustainability

⃝ Cross cultural management

⃝ Cross cultural communication

⃝ Economics

⃝ Entrepreneurship

⃝ Events & Festival Management

⃝ Finance

⃝ HRM

⃝ Hospitality

⃝ International Business/Management

⃝ Leadership

⃝ Marketing

⃝ Strategy/Strategic Change

⃝ Supply chain/logistics

⃝ Tourism

Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_