

# **Dissertation proposal format**

Notes: This is just only the brief dissertation formatting style of Dr.Peerayuth Charoensukmongkol.  
The format may need to be adjusted depending on the research topics and variables

## **1. INTRODUCTION**

### **Background and Problems**

- Describe the problem from the perspective of business and society

### **Research gaps**

- Briefly review the research that has been done in this area.
- What are the gaps that have not been filled in previous research?
- Why it is important to research this issue?

### **Research objectives**

- Clarify the research questions and the hypotheses to be tested.
- Present the theoretical framework that will be used to support the hypotheses (with the reasons why the theoretical framework is selected).

### **Research contributions**

- Academic contribution (benefits to research) – Must match with the research gaps above.
- Practical contribution (benefits to business/society) – Must match with background and problem above.

## **2. LITERATURE REVIEW**

### **Concept A**

Definition, Background, and origin of the concept

Components and/or characteristics of the concept

Research findings related to the concept.

**Concept B**

Definition, Background, and origin of the concept

Components and/or characteristics of the concept

Research findings related to the concept.

**Concept C**

Definition, Background, and origin of the concept

Components and/or characteristics of the concept

Research findings related to the concept.

**Theory*****Theory 1***

Background and origin of the theory

What the theory is used to explain

Research findings from the theory

***Theory 2***

Background and origin of the theory

What the theory is used to explain

Research findings from the theory

## **Hypotheses development**

Provide an overview of why the theories can explain the overall conceptual model of the study.

### ***Linkage between Concept A and Concept C***

Explain how the theory can be used to support the linkage between A and C

Present prior research findings that can support the linkage between A and C

### **Linkage between Concept B and Concept C**

Explain how the theory can be used to support the linkage between B and C

Present prior research findings that can support the linkage between B and C

## **3. METHODOLOGY**

### **Population characteristics**

### **Sample selection method**

### **Data collection method**

### **Scale and Measurement**

### **Data analysis method**