

Research Proposal

ECO 230: Business Research and Communication

Goals and Learning Objectives

- Goal: Learn the fundamental characteristics of a research proposal.
- Learning objective: LO1: Develop the ability to define a research problem. Formulate research questions and hypotheses that are measurable, well-defined, address the overall problem, are directly related, and reflect the scope of the problem.

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Research proposal

- Written statement of what the research project will entail
- Purpose is to gain permission, or ask for funding, to conduct the research.
- This is *not* just an introduction of a research paper.

Components of a Research Proposal

- Purpose of the research
- Background and motivation: Why is more research valuable?
- Research design
- Outcomes
- Others: Deliverables, Budget

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Immediately communicate the purpose / research question.

Details and Background

- Are you going to investigate the significance of multiple causes towards some effect?
- Are you going to investigate the importance of multiple possible symptoms of a problem?
- Are you going to investigate multiple possible solutions to a problem?
- Provide background: What is already known about these issues? What does the reader need to understand to appreciate these issues?

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Research Design: *How* will you answer the question?

Methodology Details

- How the sample will be collected? What is the population?
- What variables / What survey questions?
- What relationships among the variables?
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What will we learned from the research?

- Be specific
- Not overly optimistic
- Not overly general
- You will be held accountable for what you promise here
- What decisions *can be informed* by your results?

Dissemination / Deliverables

- Paper, report, presentation?
- Who will your audience be?
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