**DBA Initial Research Proposal**

**Provisional Title of DBA Research Work:**

For your application, please complete the following form to help the assessment team understand your proposed research.

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| **A working title** *(this might not be the finalised title of your project, but it must show that you have thought about what you are hoping to achieve).* |
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| **A general overview** *(a brief section about the subject area you are looking at, and how it fits into which discipline(s).* |
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| **Expected Results/Importance and originality** *(what kinds of results do you hope to achieve? What contribution are you looking to make in your chosen subject area)* |
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| **Personal Interest and Motivation**  ***(****Your motivation for this topic can stem from various sources, such as the professional benefits you might gain, a desire to learn more about the subject, or an aspiration to implement changes based on your research in the future).* |
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| **Research Aims, Objectives and Key Questions**  *(The aims and objectives of the research are crucial to outline. What specific questions will you seek to answer? What do you hope to discover? If you are conducting original research, you can explain your hypothesis in this section. Be cautious not to set an unrealistic number of goals or to be overly ambitious. While ambition is valuable, it is important to ensure that you can realistically achieve the objectives you have described.)* |
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| **A review of the relevant literature**  *This is not an extensive literature review; however, it is essential to demonstrate an understanding of the critical issues, themes, and debates within the relevant literature. You should reference key texts and briefly explain their significance to your research area. In this context, you will be summarising prior research on this topic. Remember that a DBA (Doctor of Business Administration) involves original research focused on real-world problems. Therefore, for DBA proposals, you must also show that your study addresses a gap in the existing research.* |
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| **Methodology *(****How do you plan to conduct this research? What methods will you use? Are you pursuing qualitative data, quantitative data, or both? Will you be conducting laboratory experiments or using questionnaires? What options are available, and what methods could you consider? Why have you chosen the methods you are planning to use? Where are you likely to access your data?)* |
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| **Bibliography (Provide a short reference list of the literature you have reviewed)** |
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