Suggested Format of Research Proposal

A proposal is a roadmap to the intended research work. A well written proposal signals clarity of a research idea and the research readiness of the researcher. The proposal should convey clearly the understanding of the research issue and objectives derived therefrom, including why it is being studied, how it will be studied, what methods will be used, what will be the contribution, characteristics of data, and sampling approach. A well thought-out and systematically written proposal is attestation to the researcher's aptitude.

The following components are suggested while preparing the proposal:

1. **Introduction**
    - Background to research topic
    - Statement of research problem
    - Significance of research

2. **Literature review**
    - A review of literature relating to or in periphery of research topic
    - Assess your research question/problem in context of literature surveyed

3. **Methodology**
    - Research design
    - Theoretical framework/conceptual framework
    - Modeling approach/method
    - Data required/sampling approach

4. **Expectation**
    - Expected outcomes of the research
    - How objectives will be addressed
    - Tentative implication of the findings

Introduction

This should contain a background to the research issue (question or problem) or the discovery that is planned. It should be pertinent to the research issue; just by reading it one should be able to anticipate what research problem (in Statement of the Problem) the researcher would be highlighting on (write one to one and half page on it).

Statement of the Problem

Here the researcher should mention what specific issues/he will examine and why (why doesn't mean nobody has done it, that is why!). What event, situation, or observation transpired the researcher to pursue the issue as worthy of research? This is one the most important parts of your proposal. Clarity on this helps a researcher derive hypothesis and objectives easily and makes the examiners see relevance and usefulness of the research agenda (half a page).

Significance of Research

This part should address what value/knowledge this research will add, what is its importance, its implication to firms, industry, business, society, economy etc. (about half a page).

Review of Literature

Do a literature survey of several journal articles to find out about the state of knowledge in the area of the research issue. This should help observe the research gap that is being addressed and potential contribution to the existing literature (about three-four pages).

Research Methodology

This should provide a brief discussion on the research design, nature of the research (qualitative, quantitative; survey, exploratory, observational, causal etc.), and why this particular design is suitable. This should also contain theoretical framework, analytical framework, data collection approach, and sample characteristics (about two pages)

Expectation

How the data will be analyzed, what results are expected in line of what is accomplished so far theoretically and empirically in existing literature, how implications of the expected outcome will be derived and concluded should be the integral part of this section (about a page).

The length of the research proposal is expected to be between 2000 to 3000 words with type in double space using Times New Roman Font Size 12.

The candidate will require to make a presentation on the research proposal.