



# Doctor of Business Administration INITIAL RESEARCH PROPOSAL

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Student Number

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Name & Surname

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Email

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Mobile Number

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**Important: Maximum words = 4,500 excluding references  
(Please delete this block prior to uploading)**

**Title** Title of the proposed research

**Introduction** A brief introduction to the intended research

**Literature review** Analyse at least five academic journal articles relevant to the topic and narrate an appropriate argument in relation to the intended study

**Theoretical framework** Discuss the framework(s) to be used in the study

**Problem statement and research question(s)** Explain the phenomenon to be explored as well as justifying its worthiness for research. Narrate the research question(s) emanating from the problem statement

**Method** Describe the way in which data will be collected and motivate the reasoning of its appropriateness to address the research question(s)

**Contribution** Motivate the importance of the study, highlighting the beneficiaries in terms of theory and practice

**Key terms** List the key terms in the study

**References** Formatted in Harvard style

**We've got you.  
You've got this.**