How to Develop and Write a Research Proposal

by

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What is a Proposal

a communicating vehicle

candidate

candidate

supervisor

5 contents
How to Develop a Research Proposal

The 5 contents led to:

1. Present the value and importance of the research.
2. Show your knowledge of the subject.
3. Demonstrate your ability in handling the research.

Marketing → Contract

Marketing and contract lead to the presentation of the research proposal.
the 5 reasons follow

4 propose a well written agreement.

5 prepare a set of guidelines.
the 5 contents
led to

1. presenting value ➔ convince
2. showing knowledge ➔ expertise
3. demonstrating ability ➔ competency
4. successful agreement ➔ contract
5. setting guidelines ➔ Planning tools
Contents of a Proposal

should answer 4 questions

- **what** → do you want to do? (research problem)
- **why** → do you want to do it? (importance & aspiration)
- **who** → has done similar work? (field knowledge)
- **how** → are you going to do it? & how long? (Methodology & timing)
Contents of a Proposal

**Research Problem**

- clearly describes & identifies the research problem (research question).
  - search well before identifying the problem & formulating the research question.
  - formulate a number of possible questions and weigh them.
  - avoid broad research area.
Contents of a Proposal

- importance & aspiration

  gives explanation to why it is important to do this research & why it is interesting.

  - because of a general lack of knowledge in the field.
  - because of urgent need to solving the problem.
  - because it related to career aspirations.
Contents of a Proposal

- field knowledge

  demonstrates familiarity with some of the literature relevant to the research topic.

  - outline existing knowledge within the area.

  - make reference to some of the writers who have contributed to this field.

  - provide conceptual, prescriptive, and/or empirical framework for the research.
Contents of a Proposal

**Methodology**

Shows how the research is going to answer the research question & be completed.

- State hypothesis, propositions, objectives or questions, and problems.
- Design research technique and procedure (sampling technique, measurement instruments, & data collection procedures).
- Choose appropriate data analysis for the research.
if you honestly do that
you got your self
a
Complete Proposal
thank you

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