

**Qatar University**  
**College of Business and Economics**  
**Ph.D. in Business Administration**  
**Research Proposal Presentation Guidelines**

**Purpose**

This document aims to set some guidelines for the research proposal to be submitted as part of the application requirement for PhD program at the College of Business and Economics (CBE) at Qatar University (QU). The research proposal to be submitted by the applicant to the Ph.D. program in Business Administration is an important milestone document that describes the research ideas and the research question to be tackled through the candidate's doctoral studies. The proposal should be accompanied by an abstract of around 300 words, an introduction relating the research issue(s) to be tackled, the methods to be employed and the expected results and the expected thesis's contribution to the theoretical aspect of the field.

**Proposal Document Content:**

The research proposal document must include the following sections:

**1. Abstract:**

A brief description of the research question to be tackled in the candidate's Ph.D. thesis. The abstract describes the research question under investigation, the location of the research in the literature, methods to be used to address the research question, and the likely outcomes and implications of the research.

**2. Introduction**

The introduction should cover the following aspects of the study:

- a) Background: Outline a preliminary literature review of the research topic
- b) Purpose: What does the study intend to do?
- c) Motivation: Why does the study intend to do that?
- d) Benefit: Who or what or how will the study benefit after it is completed?

**3. Literature Review**

This section should do a thorough search of all the past studies conducted in the line of research the study intends to follow. The literature review should be written in a logical format using appropriate language.

**4. Research Question**

This section should clearly state the research question(s) the study intends to ask. The variables to be tested should be clearly stated with proper definitions.

**5. Methodology**

The aim of this section is to present the research methodology to be utilized by the candidate to conduct the research required to tackle the research question. This section should include, the source of data, the data collection method, the statistical methods to be used, and any limitations or difficulty that might be faced when collecting or testing the data.