

**Research Chair Entrepreneurship and Innovative Business Models**

**Prof. Dr. Vivien Procher**

**Preliminary research proposal template**

**Name of the candidate**

|  |  |
| --- | --- |
| First Name |  |
| Last Name |  |

**Certificate of Authorship**

***Please read the following statement carefully and sign it below.***

|  |
| --- |
| ***I hereby certify that I am the author of this document and any assistance I received in preparing this report is fully acknowledged. I have also cited all sources from which I obtained ideas, data, and words. I am aware that plagiarism will lead to the cancellation of my application.*** After reading this document, sign and date it in the space provided here : |

## Instructions for writing your preliminary research proposal

This preliminary research proposal is a complete description of your intended research, which will be further developed later under the supervision at the research chair of Entrepreneurship and Innovative Business Models.

## Research proposal evaluation criteria

In the review process we will look at three primary criteria:

1. Relevance of the research question from an academic perspective
   1. Academic: Will your research bring new knowledge to your field? Is the research methodology rigorous?
   2. Managerial (if applicable): Will your research bring added value to improve managerial practices?
2. Research feasibility
   1. Is conducting your research project feasible during a period of five years?
   2. Is data easily accessible?
   3. Will it be easy to collect primary data?
3. Proposal quality
   1. Writing style
   2. Argumentation
   3. Structure and organization

When writing this proposal, take care to answer the following questions: How interesting and important is my research? Is my research feasible? Can I produce an excellent dissertation and subsequent academic papers?

## Anti-plagiarism policy

At the research chair we have a very strict policy with regards to plagiarism. Please submit your research proposal in electronic format. Your work may be screened for plagiarism with specific antiplagiarism software (e.g., *Turnitin*).

## Finding academic and managerial references

If you do not yet have access to scientific databases (JSTOR, ScienceDirect, etc.), you can browse the web and use these information sources:

1. Google Scholar: <http://scholar.google.com>
2. Google Books: <http://books.google.com/books>

## Quoting your sources

When you refer to ideas from other researchers, different rules must be applied.

1. In the core text, you should mention the name(s) of the author(s) and the date the work was published.
   1. If there is one author: ***my sentence (Allibert, 2008)***
   2. If there are two authors: ***my sentence (Allibert & Bertalli, 2008)***. Keep the order of ***the names as it is in the paper/book***.
   3. If there are three authors or more: ***my sentence (Allibert et al., 2008)***. Keep the name of the first author indicated in the paper/book
   4. You can also directly refer to the authors: ***Allibert (2008) noticed that ...***

**Examples**

* *Usage frequency also comes close to depth of usage (Gatignon & Robertson, 1985).*
* *In these cases, authors mainly referred to the different situations in which the product is used (Harvey & Rothe, 1986; Metzger, 1985; Srivastava et al., 1978)*
* *Definitions of width of usage (Gatignon & Robertson, 1985) and breadth of usage (Zaichowski, 1985) also reveal proximity with usage variety*

## Reference list

In the last part of your research proposal, you need to include your reference list. Here, you should detail the precise references of the works mentioned in your preliminary research proposal.

In this preliminary research proposal, references must follow the APA reference format, which can be found at this link [APA style](https://owl.english.purdue.edu/owl/resource/560/5/) :

Hart, C. (1998). *Doing a literature review: Releasing the social science research imagination*. London, UK: Sage.

Bönte, W., Procher, V. D., & Urbig, D. (2016). Biology and selection into entrepreneurship - The relevance of prenatal testosterone exposure. *Entrepreneurship Theory and Practice*, 40(5), 1121-1148.

**Overview of the proposal**

## Research proposal title

***Indicate here the title of your research proposal. The title of your dissertation proposal should be informative and helpful in clarifying the topic and the focus of your research.***

Please write here

## Research proposal abstract

***Summarize your research proposal. It should be no longer than 500 words.***

Please write here (max. 500 words)

**Detailed proposal**

## Brief introduction and problem statement

***In this section, you should introduce the subject area, set the context for the proposed study, and highlight the relevance of this research within the broader subject area. You should indicate why your research question is important and why it is worthy of a dissertation-level inquiry.***

***Typically, you should try to address some of the following questions:***

***What is the problem? Is the problem of current interest? Why is this question important and worth studying? Why are you interested in the topic area? What qualifications or expertise do you bring to this study? It should be no longer than 500 words.***

Please write here (max. 500 words)

## Research question

***In this part, you should clearly and concisely indicate the purpose of the study and outline the key research question(s). This section should answer the following question: What are the aims and objectives of your work? You should also indicate the field of research: individuals, companies, industry, country, period, etc. It should be no longer than 100 words.***

Please write here (max. 100 words)

## Relevance to existing academic literature

***The purpose of this section is to show that you are aware of significant work in the field, namely in academic journals. By providing a brief survey of the literature that summarizes what is known and what is not yet known about your specific topic, you can demonstrate how much you know about current activities in the subject area and your understanding of current research.***

Please write here (max. 1,000 words)

## Research methodology

***State here the type of research method you intend to use (quantitative, qualitative, or mixed-method). For quantitative research, indicate what kind of secondary data source and what kind of regression models you would like use (e.g., OLS, logistic regression). In case you would like to conduct your own primary data collection, you should also define the rationale for the selection of participants, methods of data collection (e.g., survey, interviews), and analysis.***

***Please do not forget to state how you will gain access to participants.***

Please write here (max. 800 words)

## Work plan

***What is your timeframe for accomplishing this research, considering you will have to submit your final thesis by Month 48 (i.e. after 4 years)? What are your steps and task to be achieved?***

***Please note, that you will write 3-4 papers (chapters) in your thesis, each with a unique academic contribution.***

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| **Tasks to be achieved** | **Start date** | **Deadline** |
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| **Submit final work** |  | Month 48 |
| **Review and defend** |  | Month 60 |

## References

***Please indicate your bibliography (i.e. academic journal articles and other sources).***

Please write here