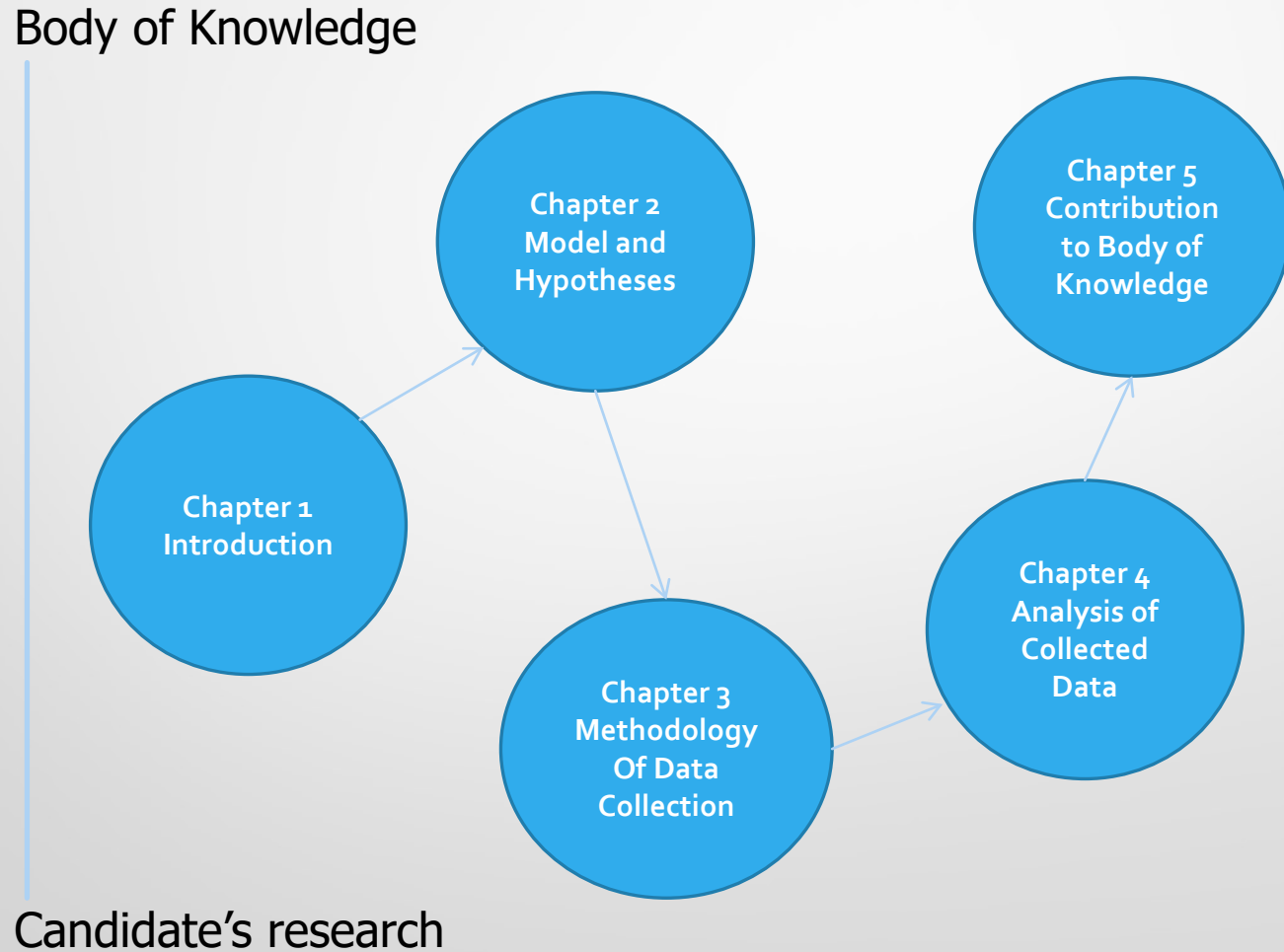# Framework of DBA thesis

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Recommended Table of Content

- Statement of Original Authorship
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- Abstract
- Table of Contents
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Model of the chapters of a thesis

Body of Knowledge

Chapter 2
Model and
Hypotheses

Chapter 5
Contribution
to Body of
Knowledge

Chapter 1
Introduction

Chapter 4
Analysis of
Collected
Data

Chapter 3
Methodology
Of Data
Collection

Candidate's research

Abstract

- A brief summary that quickly outlines your research, touches on each of the main sections of your thesis, and clearly outlines your contribution to the research field
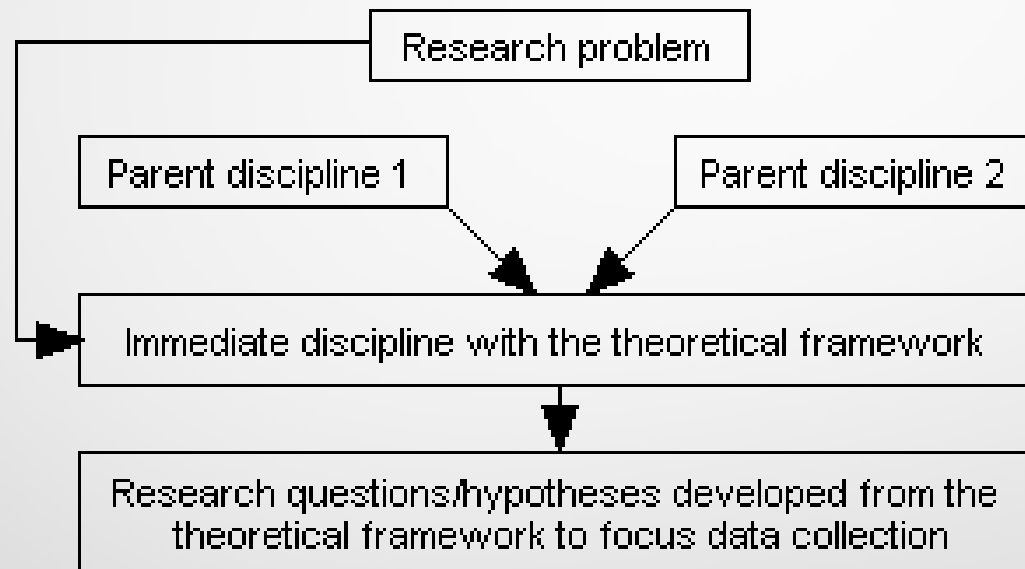
Chapter 1 Introduction

- establish the overall field

- summarise previous research

- indicate the research gap

- state the purpose of the article and outline it.

- A thesis should be able to reference **at least four or five writers** of published articles in the first one or two paragraphs

Justification for the research

- Relative importance of the specific areas previous researchers

- relative neglect of the specific research problem by previous researchers

- relative neglect of the research's methodologies by previous researchers

- usefulness of potential applications of the research's findings

Chapter 2
Literature Review/ Model)

Research problem

Parent discipline 1   Parent discipline 2

Immediate discipline with the theoretical framework

Research questions/hypotheses developed from the theoretical framework to focus data collection

Research Problems

- outlines **the core or one big idea of the research**, starting with the **research problem** printed in **bold** or *italics* on **page 1 or 2** of the thesis.

- The research problem is **one or two sentences that cannot be answered `yes' or `no'**;
    - *How effective for strategic marketing in the Australian finance industry are Porter's models of competition and European models of networks?*

- *Note that the **constructs** referred to in the **research problem** are high level ones and are not the more specific constructs developed for **hypotheses** at the end of chapter 2 or their **operational definitions** developed in chapter 3.*

How the research problem is solved in the thesis

- *How can relationships involved in interorganisational governance in marketing channels be managed?*

  - Essentially argue that interorganisational governance is a heterogeneous phenomenon and that different relationship management strategies are appropriate under different conditions.

Theoretical Framework (Model)

- **Classification models of the literature review and analytical models of the theoretical framework**.
- ***The Academy of Management Review***
- This **analytical model** will usually explicitly consider *relationships* between concepts, and so there will be **arrows** between the groups of concepts
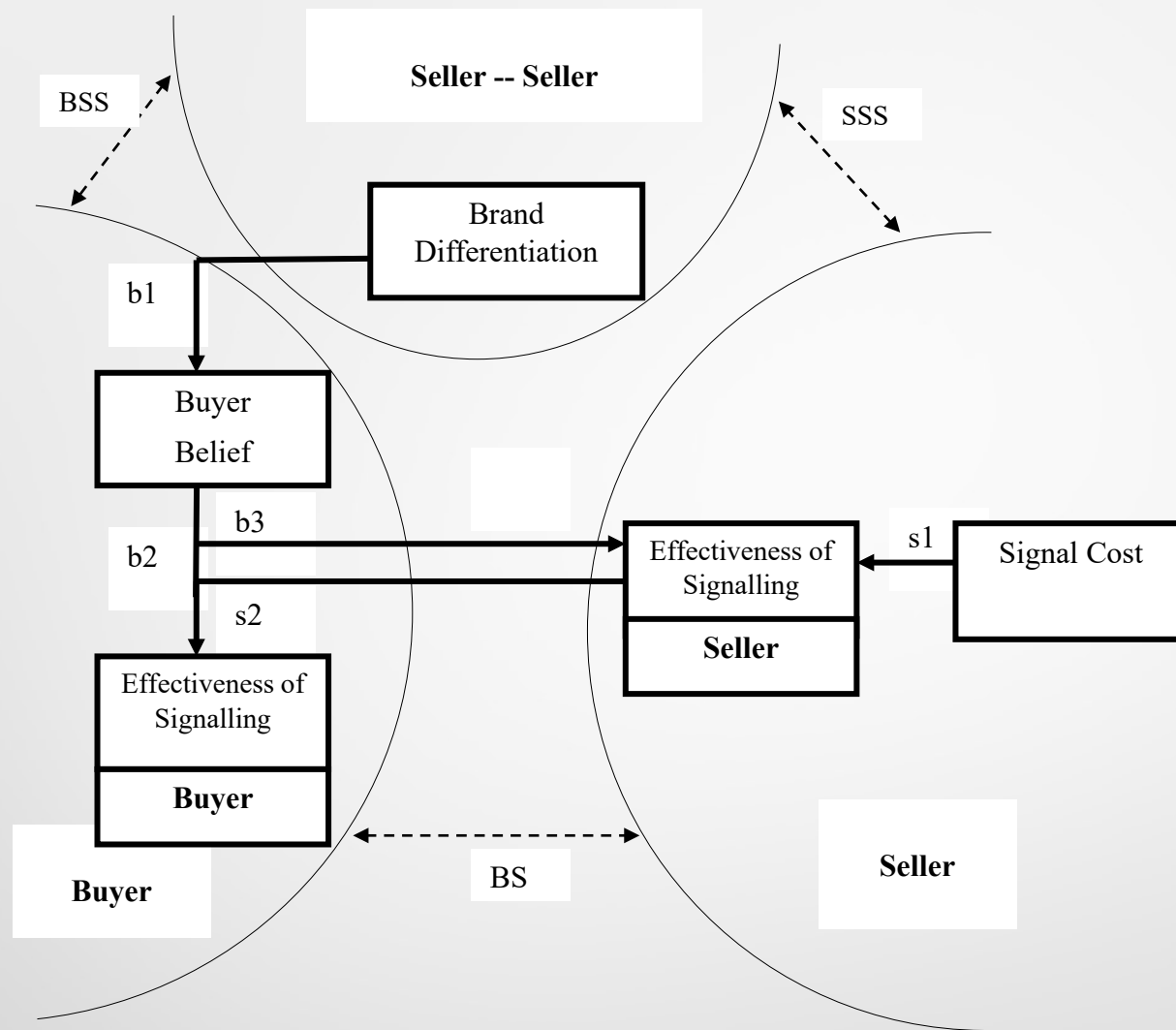
Figure 1. Integrated View of Signalling in the Consumer Market

Example of theoretical model

Research Questions

- **hypotheses**
    - Does the number of successful telemarketing calls correlate with the level of specialisation of telemarketing representatives?
    - Each *construct* in the hypothesis (for example, 'specialisation of telemarketing representatives') *must be capable of being measured*;
    - Generally speaking, the total number of research questions and/or *hypotheses* should **not exceed about four or five**; if there are more, sufficient analysis may not be done on each within the space constraints of a PhD thesis.

Chapter 3 Methodology

Qualitative research	Quantitative research

Research problem:
    how? why?
	Research problem:
	    who (how many)?
	    what (how much)?

Literature review:
    exploratory - what are the variables involved?
    constructs are messy
    research questions are developed
	Literature review:
	    explanatory - what are the relationships between the variables which have been previously identified and measured?
	    hypotheses are developed

Paradigm:
    critical realism/interpretive
	Paradigm:
	    positivist

Methodology:
    for example, case study research or action research
	Methodology:
	    for example, survey or experiment

Methodology

- describes the major methodology used to **collect the data** which will be used **to answer the hypotheses**.

- doctoral research requires at least *350 respondents in a quantitative survey* or at least *45 interviews* in *four to fifteen qualitative case studies*.

- **one or two paragraph description of major statistical processes**.

- Justify the chosen methodology based upon the purpose of the research, and justify not using other techniques.

Chapter 4 Analysis of Data

- After the introduction, *descriptive data* about the subjects is usually provided

- Then the *data for each research question or hypothesis* is usually presented,.

- it is traditional in science to *separate the results from the discussion of their significance, to preserve* **objectivity**.

- **Findings**
  - **summary of research questions or hypotheses**

Chapter 5
Conclusions and Implications

- Chapter 5 is the **most important chapter** of the thesis
- **examiners will spend much time studying chapter 5**
- **make his or her chapter 5 worthy of the rest of the thesis**
- **make a distinct contribution to the body of knowledge**

Conclusions about the research problem

- implications of the research for furthering understanding of the research problem are explored

- including those insights discovered during interviews in qualitative research which had never even been considered in the literature reviewed in chapter 2

- the student's complete answer to the research problem

Implications for theory

- conclusions are based on *findings* alone

- *not only made a significant contribution to knowledge in its immediate discipline/field*

- *but also has implications for the parent disciplines/fieldss* but also among other related discipline

Implications for policy and practice

- Examiners may be impressed if this section develops a checklist of procedures for managers which incorporates the research findings, and this may help to fulfill justification

Limitations

- limitations that became apparent during the progress of the research

  - questionnaire results may indicate that age of respondents is a limitation

- **do not make too much of any limitations**

Implications for further research

- help students and other researchers in selection and design of future research

- Further research could refer to both **topics** and to **methodologies** or to **both**.

References and Appendices

- References: This section lists all the reliable sources that you referred to in your thesis.

- Appendices: This section includes additional materials that support your research but are too detailed or bulky to be included in the main body of the text

Q & A

- Reference:

Perry, C. (1998). A structured approach to presenting theses: notes for students and their supervisors. Australasian Marketing Journal , (6 1), 63-86.

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