

## KICK-OFF PAGE

Name:

Title (tentative):

Student ID:

Submission date (tentative):

E-Mail:

Date:

### 1. TOPIC

*Try to describe your research project by completing the following three phrases. See also Chapter 4 of the Craft of Research for help.*

- **Topic:** I am studying/working on \_\_\_\_\_.
- **Question:** Because I want to find out who/how/why \_\_\_\_\_.
- **Significance:** In order to understand how/why/what \_\_\_\_\_.

### 2. RESEARCH DESIGN

*Briefly sketch a research design that you want to use to answer your research question.*

- **Research method:** *Conceptual/Qualitative/Quantitative/Mixed Methods Approach*
- **Data:** *What data will you use? Primary/Secondary? How do you collect the data?*
- **Analysis:** *How do you plan to analyze your data?*

### 3. THEORETICAL AND PRACTICAL CONTRIBUTION

*Briefly sketch your theoretical contribution. See also Whetten 2009 Modeling Theoretic Propositions.*

### 4. PROJECT PLAN AND RISK ASSESSMENT

*Very roughly sketch your time plan? What are the risks associated with your plan?*

### 5. CORE LITERATURE

*List 4 to 5 core articles for your research project. See also list of academic journals in Kick-off Package.*