KICK-OFF PAGE

Name: 
Student ID: 
E-Mail: 
Title (tentative): 
Submission date (tentative): 
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.