“WRITING AND PRESENTATION OF ACADEMIC PROPOSAL”

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Outline of Presentation

- Introduction
- The Study Process
- A Good Academic Proposal
- Content of an Academic Proposal
- Presenting an Academic Proposal
- Issues of Concern
Introduction: What is an academic proposal?

- The academic proposal describes in detail the research that you want to undertake, the stages of your research and your planning on how to complete your study.

- At UMS, the academic proposal refers to the preparation for proposal defense (PD).

- The PD is strongly recommended and should be completed within the first two semesters for PhD students, and in the first semester for Master students.

- The candidates may only proceed with data collection after passing their PD.
The study process

Pre-Registration: Research Proposal -> Post-Registration: Commencement -> Proposal Defense (PD)

Pre-Viva -> Data Analysis -> Data Collection

Viva Voce -> Graduation
What constitutes a good academic proposal?

Robson (1993) stated that a good research proposal has the following criteria:

1) **It is understandable and straightforward**
   - Explain clearly the 4W, 1H (where applied)
   - Research aims and significance of the study are clearly stated

2) **It communicates easily**
   - Use easily understood language/terminologies, avoid complicated sentences

3) **It is well organised and systematic**
   - Good writing format – Gaya Penulisan UMS (UMS Writing Style)

4) **It’s research topic is researchable**
   - Is the research topic specific and researchable? Is it pure academic (theory based) or policy research or applied research?

5) **It is persuasive**
   - You should be able to persuade your supervisor(s) brilliantly.

6) **It is well planned and vigilantly written**
   - Able to show in-depth understanding or the level of intelligent.
   - Gantt chart.
Content of an academic proposal

Title
Abstract
Chapter 1: Introduction
Chapter 2: Literature Review
   Background
   Problem Statement
   Research Objectives
   Research Questions
   Significance of the Study
   Scope of the Study
Chapter 3: Research Methodology
   Theoretical Framework
   Population and Sampling
   Data Collection Method
   Data Analysis Method
References
Content of an academic proposal

Title
- Your research title should be specific, brief, clear and informative.
- A good research title will attract interest and invite people to read your especially your supervisor(s).

Abstract
- Provide a concise and summarised version of the research you want to do including a brief background of the study, the research methods you want to use, the significance of your study, and the expected outcome of your study.

Chapter 1: Introduction
i) Background – provide the background of the research. Concise LR required.
ii) Problem Statement – a general statement that reflect the research gap that you want to study.
iii) Research Objectives – what you want to achieve/accomplish from the study.
iv) Research Questions – forms the basis on which the research is evaluated. The answer should address the problem statement and possible to be operationalised.
v) Significance of the Study – why the study is important and worth doing.
vi) Scope of Study/Terminologies – reflects the breadth and depth of topic coverage.
Chapter 2: Literature Review

- Provide review on past research findings particularly academic journals/articles.
- Should be in line with your research objectives.
- Identify the research gaps.
- Help you to develop your research framework and define your research variables.
- Avoid simple reporting – instead, please synthesize the past findings!
- Plan your writing properly.

Chapter 3: Research Methodology

i) Theoretical Framework – explain the underlying theory. Is the study a qualitative or quantitative? Exploratory or explanatory? Case study?

ii) Population and Sampling – who is your population? What is the sampling technique? How you choose your sample? How many respondents?

iii) Data Collection Method – what is your research instrument: survey questionnaire, interview, time series data, observations, secondary data sources?

iv) Data Analysis Method – how the data will be analysed: regression analysis, content analysis, interview analysis.

References: Use the standard format. Make sure the articles cited are listed in the reference.
Presenting Academic Proposal

Writing format
• Please follow the writing guidelines stated in Gaya Penulisan UMS (UMS Writing Style)

Oral presentation
• Please liaise with your faculty for your PD presentation.
• Enough time should be given for preparation of your PD slides and for the examiners to read your PD draft.
• Please time your presentation properly and allow for more question and answer.
Poorly written academic proposal

i) The relationship between the title and the research objectives is not clear, or the proposed methodology does not lead to the accomplishment of the research objectives.

ii) The problem statement or the conceptual definition is not clear or confusing.

iii) The literature review is insufficient, not well organised, very boring to read or very superficial.

iv) The research framework is vague or no underlying theory to support the research framework.

v) The flow of idea or writing style is lacking cohesion – either too brief, long winded, repetitive, or lack of focus.
Issues of concern

• Be ready – mentally, physically and financially.

• Time management – allocate your time properly especially if working

• Motivation – why do you study?

• Plagiarism – plagiarism is a serious academic offence!

• Research funding – is your study require a research grant?

• Proof reading – do proof read your work before sending it to your supervisor!
All the Best and Thank You!