



澳門大學
UNIVERSIDADE DE MACAU
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GENERAL FRAMEWORK OF MBA ACADEMIC THESIS¹

I. Introduction

- Describing the background
- Justifying the need for research
- Identifying the scope of research

II. Literature review

- Reviewing relevant literature
- Proposing hypothesis/propositions (if any)
- Developing the research model (if any)

III. Research methodology

- Explaining the overall research design
- Describing the data collection process
- Detailing the analytical methods

IV. Findings

- Identifying the research findings

V. Conclusions

- Summarizing the results
- Discussing the theoretical contributions and practical implications
- Explaining the limitations
- Proposing future research

¹ The items mentioned in this general framework are for reference only. The supervisor and student can make any amendments deemed necessary.