**Letter of Intent & Proposed DBA Research Topic**

Business School Lausanne DBA

Full Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Summary of your intent to pursue the DBA (300-500 words)**
● What is your main motivation to undertake a DBA?

● After completing the program, what is your desired **personal** outcome?

**Research Topic Title (up to 20 words)**

The title of your proposed research topic must reflect the content of your research topic. Connect your title to the description of your research topic below.

**Description of your Research Topic (300-500 words)**

This section should be substantial. Please answer all the sub-questions below:
● Identify a current problem or challenge that is the intended focus of your research work. (describe the problem/challenge briefly)

● At what level did you encounter this problem? (Within your company only or also at the industry level? How many times have you faced this problem in your professional activities?)

● Please explain why your current problem or challenge is an important research problem (theoretically and/or practically), why is it interesting and why does it need further study?

**Research Aims & Research Questions (300-500 words)**

Based on the previous section, please supply an overall aim for your research and frame it in 3 to 4 research questions. (Research questions typically start with why, how or what)

**Relevance to professional field or Literature Review or Key Readings (300-500 words)**

Using three or four recent referenced academic publications (<4 years old) that address or examine the problem you have identified, please show that the problem you have identified has not yet been solved or not in a satisfactory manner.

Please provide the relevant bibliographic details regarding the chosen academic publications in the related Bibliography section below.

Explain and evaluate the relevance of these articles in relation to the problem you have identified.

If possible, show how your research will enhance the body of management practice and academic knowledge or contribute to new understandings on the subject. For your literature review, we recommend you use the following free resources.

o GOOGLE SCHOLAR: https://scholar.google.com
 o SEMANTIC SCHOLAR: https://www.semanticscholar.org o MICROSOFT ACADEMIC: https://microsoft.academia.edu

o RESEARCH GATE: https://www.researchgate.net
 (Please make sure to create an account on researchgate.net. This account will help you getting in direct contact with other researcher, asking questions and exchanging resources)

**Research Approach (300-500 words)**

**Explain how you would like to study the problem stated above (for example, what information would you need and what methods (optional) will you use to obtain the information?)**

**Expected Research Outcomes (300-500 words)**

**Summarize the research outcomes that you hope will result from the research topic proposed.**

**Bibliography**

**List those works you have read which have informed your knowledge of your research topic.**