

1. Which problems? What is the managerial problem/question? Tensions?
2. What does the literature say about it?
3. Can you find a gap in the literature linked to it? What are the theoretical lenses used?
4. How do you formulate your research question?
5. How do you want to respond to your RQ (Research design)?
 - a. Sub questions
 - b. How to respond (methodology, field, etc.): who, when, how
6. What are the expected results?
7. What contributions do you expect (theoretical but above all, managerial) and for whom? Which thesis do you want to defend?