

# UNIVERSITY OF NAIROBI

## SCHOOL OF BUSINESS

### PHD PROGRAMME

#### PHD RESEARCH PROPOSAL

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#### 1. Introduction

- Background
  - Theoretical premises guiding the study. This is a pointer to the conceptual framework of the study
  - Articulation of the research context
- Research Problem
  - This is guided by the theoretical and contextual discussion already presented
  - Research question(s) are presented here
- Research Objectives
- Justification of the study

#### 2. Literature Review

- A critical review of the theoretical and empirical literature leading to the articulation of the study's conceptual framework and hypotheses
- The theoretical and empirical literature need not be presented separately
- Contextual issues should not be discussed in this section

3. Research Methodology

- Research philosophy
- Research design
- Population
- Sampling
- Data collection
- Data analysis
- Research variables

\* Provide justification for all choices made in this section.

References

Appendices