



Aalto University  
School of Business

# Research Plan

# Research plan

- Important to make a research plan on the research topic already in early phase of the process; a plan written in paper makes communication between the supervisor and the student much easier
- Preliminary research plan should include (one or two A4 sheets):
  - *Motivation*
  - *Research problem*
  - *Earlier research*
  - *Aims of the study*
  - *Research methodology*
  - *Structure of the thesis*

# Different parts of a research plan:

## Motivation

- *Why this research is worth doing? Who is going to benefit from it? Why it is interesting?*

## Research problem

- *What is the research problem of this research (preferably in one sentence)*

## Earlier research

- *How this research problem has been approached in earlier research found in literature? What kinds of viewpoints have been used by these other researchers?*

# Different parts (cont):

## Aims of the study

- *What are the concrete aims of this study? (it often makes sense to have separate – although related, of course – aims for the theoretical and empirical parts of the study)*

## Research methodology

- *What are the research methods used in the study?*
- *It is recommended (although not compulsory) to have empirical part in the master's thesis*

## Structure of the thesis

- *How is the research report structured = What is the purpose and meaning of each part?*
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