The Research Proposal is a complete description of the intended research, in which the applicant needs to demonstrate convincingly that the study will make a contribution to a business and management issue or problem. The full research proposal must be between 1000 and 1500 words and should follow the structure and present the following template:

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**RESEARCH PROPOSAL TITLE**

*Provide a brief and meaningful title to your research…*

**(Name of Author…)  
(Selection Number….)**

**(Select One Topic: Sustainability / Technology & digitalization / AI and big data analytics / Entrepreneurship)**

**INTRODUCTION**

*Background or introduction section provides as description of the basic facts and importance of the research area. What is your research area, the motivation of research, novelty and how important is if for the stakeholders (government/ industries/ society) and knowledge advancement?*

**PROBLEM STATEMENT**

*Provide a clear and concise description of the issues that need to be addressed. Identify what is the specific problem in that research are that you will address.*

**OBJECTIVES**

*Provide a clear and concise description of the research objectives or goals, what are the benefits/ impact?*

**BRIEF LITERATURE RIVIEW**

*Provide a summary of previous related research on the research problem and their strength and weakness and a justification of your research. The underlying theories that will be used in your study. What is known/what have been done by others? And why your research is still necessary?*

**RESEARCH METHODOLGY AND TIMELINE**

Research methodology defines the research methods and logic steps. What to do and how to solve the problem and achieve proposed objectives? Which research methods (e.g. survey, modelling, case study…) will be used? While timeline describes the research schedule particularly for literature study, data collection, analysis dan manuscript writing.

**REFERENCES**

All factual material that is not original with you must be accompanied by a reference to its source.