

Research Methods

Title/abstract/intro – write last

Keywords – must be correct to subject

Look at Journal of Marketing and related.

Literature review – critical reading - make sure you do enough reading unless you can't produce research questions/hypothesis (develop hypothesis only for questionnaire)

Find gaps in areas.

Main research question of your study

Write research method – Quantitative/qualitative

Data collection method – indepth? Focus? If it is positivism then why it is positivism, discuss everything critically.

Why indepth discuss...

Mixed research – qualitative and quantitative

Data collection method – convenience? Etc. who are the people? how many?

Thematic analysis (you can use different analysis such as content)

Ethics – 100 words