

Checklist for MMA bachelor's thesis – Spring 2023

- Abstract
- Table of contents (in co-authored papers you should clarify who wrote each section here)
- Introduction
- Context (where and what is your 'field' – a brief history is also useful)
- Literature review (what is already known and what is not known about your topic)
- Theoretical background (what are the theories you will use to analyze your data)
- Research question/problem statement (frames the argument you will make in your thesis, should be 'answered' in your conclusion)
- Philosophy of science (what is your paradigm and why is it suited to this project)
- Methodology (make sure to tell us how you triangulated your data and sampled your population)
- Data analysis (what are your findings; how does your theory shed insight on this)
- Discussion (how do your findings build on the literature; what new questions do they raise)
- Reflexivity (be critical about how both your presence in the field and the cultural assumptions you brought into the field with you might have affected your findings)
- Ethical considerations (how did you ensure your project met ethical standards)
- Validity & reliability (what do these terms mean in qualitative research; how can you use them to evaluate your own research?)
- Implications for markets (how is this connected to markets/management; what are the practical implications of the research)
- Conclusion
- Appendix containing transcriptions of (or extensive notes on) any interviews or focus groups