

QUANTITATIVE MS THESIS CONTENT OUTLINE

CHAPTER ONE: INTRODUCTION

- 1.1 Background of the Study
- 1.2 Problem Statement
- 1.3 Rationale of the Study and Research Gap
- 1.4 Research Questions
- 1.5 Objectives of the Study
- 1.6 Significance/Contribution of the Study

CHAPTER TWO: LITERATURE REVIEW

- 2.1 Definition of Variable 1
 - 2.1.1 Literature Review/Dimensions of Variable 1
- 2.2 Definition of Variable 2
 - 2.2.1 Literature Review/Dimensions of Variable 2 & so on
- 2.3 Hypotheses Development & Theoretical Framework
 - 2.3.1 Theory
 - 2.3.2 Hypotheses Development

CHAPTER THREE: RESEARCH METHODOLOGY

- 3.1 Research Philosophy And Paradigm
- 3.2 Research Design
 - 3.2.1 Sampling Design Process
 - 3.2.1.1 Research Population and Sampling technique
 - 3.2.1.2 Determination of Sample Size
 - 3.2.1.3 Unit of Analysis
- 3.3 Data Collection Procedure
 - 3.3.1 Time horizon (Cross-sectional/Longitudinal)
- 3.4 Study settings and type of investigation (Causal/Correlational)
- 3.5 Measuring Instruments
- 3.6 Proposed Data Analysis Techniques (For RP stage)

CHAPTER FOUR: DATA ANALYSIS REPORTING

- 4.1 Data Preparation and Screening
 - 4.1.1 Missing Data
 - 4.1.2 Outliers
 - 4.1.3 Normality of Data
 - 4.1.4 Multicollinearity
- 4.2 Descriptive Statistics: Respondents' Profile
 - 4.2.1 Response Rate
 - 4.2.2 Respondents' Profile (Demographics)
- 4.3 Reliability:
- 4.4 Descriptive Statistics: Questionnaire Attributes
- 4.5 Exploratory Factor Analysis/Confirmatory Factor Analysis
- 4.6 Bivariate Correlations
- 4.7 Regression Analysis
- 4.8 Mediation/Moderation Analysis
- 4.9 Summary of Hypothesis Testing

CHAPTER FIVE: DISCUSSION, CONCLUSION AND RESEARCH IMPLICATIONS

- 5.1 Discussion on Research Objectives/Questions
 - 5.1.1 First Research Objective
 - 5.1.2 Second Research Objective and so on
- 5.2 Theoretical And Practical Implications Of The Study
 - 5.2.1 Theoretical Implications of the Study
 - 5.2.2 Practical Implications of the Study
- 5.3 Study Limitations and Direction for Future Research
- 5.4 Conclusion of the Study