GBMZ2016
RESEARCH PROJECT GUIDELINES
ISSUE 6

MASTER OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (CORPORATE GOVERNANCE)
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- **Ms. Punita Visvanathan**, Manager, Institute of Postgraduate Studies and Research.
- **Ms. Kiew Suet Yin**, Senior Executive, Institute of Postgraduate Studies and Research.
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INTRODUCTION

This is a guide for the preparation of GBMZ2016 Research Project for Master of Business Administration (MBA) and MBA (Corporate Governance). It describes what is expected from the students and the requirements of completing their research projects. It covers information on the nature of the project, the procedure, the specification of the written report, the relationship between the student and supervisor, the roles of the Research Project Coordinator and the Head of Programme (HoP), the role of the examiners, penalty, and plagiarism.

Each student will be guided by a supervisor in completing the research project. It is the responsibility of the student to seek lecturer’s consent to act as the supervisor. The student is allowed to change supervisor at a later point in time for a legitimate reason, if all parties concerned agree to it. However, changing of supervisor is strongly discouraged.

Support classes may be given to the students whenever the need arises. However, students are strongly encouraged to refer to any books and resources which are relevant and useful in completing the research projects. A list of recommended readings on researching and writing is provided in Appendix A.

All research reports must be submitted within the deadline announced by the Research Project Coordinator or the HoP. The submission deadline will be announced during the first meeting with the students. They may commence their research work once the topics are approved by the Faculty Research and Development and Postgraduate Committee (FRDPC). The students have a maximum time frame of one (1) year to complete their research projects, inclusive of any approved extension for submission. Failure to do so may lead to a grade of F in this subject unit.

Any enquiries regarding the administration of the research project may be directed to the Research Project Coordinator, the HoP, or the officer-in-charge of the Institute of Postgraduate Studies and Research (IPSR). Furthermore, the Research Project Coordinator or the HoP reserves the right to recommend to the FRDPC to reject any research project report that does not meet the requirements as specified in this manual.

Note that students are required to pass the subject Quantitative Methods before they begin with their research projects. No candidate with CGPA below 3.000 shall be eligible to register for this research project unit unless recommended by the Board of Examiners.

THE NATURE OF THE RESEARCH PROJECT

A research project is defined as an individual project that exposes students to research methods and scholarly writing. Students are encouraged to decide on their research
topics in their respective fields of study. The research will take different forms depending on the research topics and the resources available to the students. The research may be quantitative or qualitative. The students may conduct an empirical study, a case study, some type of secondary-data research, an observational study, or an exploratory type of study. The expected standard required for the research project is that of a structured application of the knowledge acquired by the student towards the resolution of a problem in the area of research. There should be an awareness of the literature and critical use of journal articles and published works by the students. The research report would take the format of a well structured and good account of a study with an understanding of the appropriate research methods and analytical techniques. A critical and analytical approach in conducting the research is emphasized at the master’s level.

Thus, the research project provides an opportunity for the student to design and enact a research study at the master’s level, and present it in the form of written research report. The project forms a substantial part of the overall study leading to the award of a master’s degree. Accordingly, a high standard of achievement will be expected from the students. The project should draw on student’s intellectual skills and knowledge acquired during the course. It aims to develop intellectual interests among the students beyond their normal daily responsibilities and to demonstrate their ability for research.

The research project also provides an opportunity for the student to demonstrate a critical understanding of the literature relevant to the topic under consideration and the ability to complete a major and worthwhile piece of work with minimum of supervision. It is an exercise that allows the student to transform the major functional theories learned through the course into a ‘live’ project by applying the knowledge learned to a specific area of study. This transformation exercise may be enhanced by the student’s working experience and practical knowledge.

In addition, the research project aims to bring out the analytical and research skills of the student by developing his/her ability to recognize and define a problem, to formulate meaningful research questions, to exercise logical reasoning and inquiry, and to employ appropriate methods of analysis in addressing that problem. Finally, students should be able to demonstrate their ability to write an academic paper that is well organized with proper conclusions and recommendations.

Upon completing this research project unit, the student will be able to:

1. Evaluate critically the alternative methodologies and research evidence.
2. Design an appropriate methodology or to apply a chosen research style and enquiry method to a substantial field of study or investigation.
3. Show mastery of a comprehensive body of knowledge, skills and understanding; and to analyze their relationships with conceptual frameworks and practice.
4. Engage in independent study and systematic enquiry of a substantial topic and to take responsibility for the conclusion drawn from it.
The research report will be assessed based on the following criteria:

1. Introduction, problem definition, and objectives.
2. Literature review—choice of appropriate concepts with hypotheses or propositions.
3. Method—research procedure and analysis of data.
4. Research results and interpretation of results.
5. Recommendation and conclusion.
6. Referencing.
7. Overall presentation of the research report; structure, clarity, and organization of information.

Note: When the need for further evaluation arises, the Head of Department (HOD) reserves the right to request for an oral presentation of the research project on a case-by-case basis.

THE PROCEDURE

This section describes how the whole process is being done ranging from research proposal to report submission.

1. A briefing will be conducted to inform the students about the procedure of completing the research project, by the Research Project Coordinator or the HoP. The timeline for the submission of the research project will be explained to the students (see Appendix B1 – B3). A listing with the details of supervisors and their respective research interests will also be given to the students. The students shall identify and discuss with their potential supervisors prior to writing up the research proposal.

2. Each student fills up a form entitled “Submission of Research Project Proposal” (See Appendix C). The student is required to write a detailed proposal to be attached to the form. Appendix D provides guidelines on the format of the research proposal. The detailed proposal should contain such information as the research topic, problem definition, research questions, research objectives, target respondents, sampling procedure, data collection, and method of analysis.

3. The research project proposal must be submitted within the deadline set by IPSR.

4. The research project proposal is evaluated by the proposed supervisor. In the event that the proposed topic is not acceptable, the student will have to propose another topic and resubmit another “Submission of Research Project Proposal”
form until the proposed topic is deemed to be acceptable to the proposed supervisor.

5. The FRDPC will approve the research proposal and the selection of the supervisor. An official letter will be issued to the student upon the approval of the proposed supervisors. Students may commence their research work once the topics are approved by FRDPC. The FRDPC will also appoint an additional examiner to be the second marker of the research project.

6. The supervision begins here. Students are required to meet with their respective supervisors for a **minimum of five (5) times** and the meetings should be spread evenly during the various stages of the research project:

- First Meeting - upon completion of research proposal
- Second Meeting - upon completion of literature review
- Third Meeting - upon completion of research methods
- Fourth Meeting - upon completion of data collection
- Fifth Meeting – upon completion of analysis and discussion of results

Students may meet their supervisors more than the minimum of five (5) times. Each meeting session should be recorded in a form entitled “**Research Meeting Log**” detailing the issues of discussion. The supervisor and the student are required to sign on the form. See **Appendix E** for the form. This form must be submitted to IPSR by the first Friday of the following month, after all the meeting sessions in the particular month have been completed.

7. Students may change their research topics after they have an in-depth discussion with their respective supervisors. Students may need to change their topics for a legitimate reason. However, any change of topic must be done as soon as possible with the consent of both the supervisor and the Research Project Coordinator or the HoP.

8. Students are required to submit their research project titles for approval purpose and to indicate their intention to submit the research projects. See **Appendix F, Project Title Approval and Intention to Submit Form**. All supervisors are advised to guide the students in the appropriate phrasing of the research project titles. The name of the company should not be revealed if the students collect primary data from the employees of the company. Use generic terms like a private university, a publishing company, a local automobile manufacturer, something in that nature. This is due to the issue of confidentiality in relation to ethics in doing research. However, if the students collect secondary data about an organization, or asking for the opinions of the public regarding a particular organization, then the name of the organization may be mentioned. The Project Title Approval and Intention to Submit Form is to be submitted two (2) months before the final
submission date. An abstract of the research project should be attached to the form for easy reference of FRDPC to approve the project title.

9. On the day that the student submit the research project report for examination, the students are required to submit the following items to IPSR:

   a) Three (3) soft bounded copies of the research project reports in comb binding with a transparent plastic cover. They are for marking purpose. Two copies are for two examiners to mark, and one copy for the third examiner to mark if needed. **DO NOT INCLUDE ACKNOWLEDGEMENTS PAGE AND SUPERVISOR PAGE FOR THIS FIRST ROUND OF SUBMISSION.**

   b) One (1) CD containing the research report, the questionnaire (if any), and SPSS data or any other data files. The CD must be labeled with such information as the name, student ID, research project title, degree, and the month and year of the submission date. Place the CD in a soft plastic pocket. This softcopy of the research project is needed to check for plagiarism.

   c) A form entitled **“Submission of Research Project for Examination”** to document the submission of the report. See Appendix G.

   d) Three (3) copies of **“Research Project Report Assessment Form”** (See Appendix H). Students are required to fill out the top portion of the form by writing down the project title, the name, and student ID.

   **Note: Do not bind the above forms together with the research report.**

10. The Research Project Coordinator or the HoP distributes the research reports to respective supervisors and second markers (or third markers, if applicable) for marking.

11. Each research project report is then evaluated by the respective supervisors and second markers. It is assessed based on the written research project report (100%). The evaluation criteria for the written report and the percentage of marks for each criterion are stated on the **“Research Project Report Assessment Form”** as follows:

   - Introduction, problem definition and objectives 10%
   - Literature review 20%
   - Method—research procedure and analysis of data 20%
   - Research results and interpretation of results 20%
   - Recommendation and conclusion 15%
   - Referencing 5%
   - Overall presentation of the research project report; structure,
clarity, and organization of information \( \frac{10\%}{100\%} \)

Respective supervisors and second markers will submit the completed “Research Project Report Assessment Form” to the Research Project Coordinator or the HoP for the compilation of marks. The submission deadline of the form will be announced.

12. The average of the two (2) marks awarded by both the supervisor and second marker is the final mark awarded to the student for the research project. The university’s grading system is as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Marks Range</th>
<th>Grade Point</th>
<th>Grade Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>80 – 100</td>
<td>4.00</td>
<td>High Distinction</td>
</tr>
<tr>
<td>A-</td>
<td>75 – 79</td>
<td>3.67</td>
<td>Distinction</td>
</tr>
<tr>
<td>B+</td>
<td>70 – 74</td>
<td>3.33</td>
<td>Credit</td>
</tr>
<tr>
<td>B</td>
<td>65 – 69</td>
<td>3.00</td>
<td>Credit</td>
</tr>
<tr>
<td>B-</td>
<td>60 – 64</td>
<td>2.67</td>
<td>Credit</td>
</tr>
<tr>
<td>C+</td>
<td>55 – 59</td>
<td>2.33</td>
<td>Credit</td>
</tr>
<tr>
<td>C</td>
<td>50 – 54</td>
<td>2.00</td>
<td>Pass</td>
</tr>
<tr>
<td>D</td>
<td>40 – 49</td>
<td>1.00</td>
<td>Low Pass</td>
</tr>
<tr>
<td>F</td>
<td>0 – 39</td>
<td>0.00</td>
<td>Fail</td>
</tr>
</tbody>
</table>

Note:

(i) For master’s level, students must achieve at least a CGPA of 3.0 in order to graduate.

(ii) A grade of “P,” denoting “In Progress” will appear in student’s Notification of Results (NoR) before the completion of the research project.

13. The marked copies of the research report (without the marks) will be returned to the student to make amendments before the final submission. Students will be given up to a month to finalize the research reports in the form acceptable for submission.

14. Upon completion of amendments, the student is required to submit the following items to IPSR:

   (a) Four (4) hard copies of the research project report and one (1) soft copy in the form of CD. Specifically:

   - Four (4) hard bounded copies with hard cover in maroon color and gold lettering. These four copies are for the following parties to keep—the faculty, IPSR, library, and supervisor. Failure to submit
the final version of the research report will delay or prohibit the student from graduating from the university.

- One (1) CD containing the research report, the questionnaire (if any), and SPSS data or any other data files. The CD must be labeled with such information as the name, student ID, research project title, degree, and the month and year of the submission date. Place the CD in a soft plastic pocket.

(b) A form entitled “Submission of Research Project Report” (as shown in Appendix I) to document the submission of the research project report.

**Note:** Include the Acknowledgement Page and Supervisor Page in this final submission.

**PENALTY**

**Meeting with Supervisor**

It is of utmost importance that the students have fulfilled the minimum requirement of five (5) meetings with the supervisor. In the event that the minimum requirement is not met, a penalty will be imposed as follows:

Five (5) final marks will be deducted for each meeting missed with the supervisors from the final mark.

The students are required to submit the Research Meeting Log form on a monthly basis to IPSR in a timely manner. The penalty of marks deduction will be imposed based on the record kept by IPSR.

**Late Submission**

The deadline for submission of the research project report is to be strictly adhered to. No extension of time will be allowed except for extraordinary circumstances.

Any research project report submitted after the deadline, without an approved extension, will be penalized. A penalty of 10% reduction of the allocated mark to the research project will be levied for each day of late submission. Weekends and public holidays are included in the calculation of late submission. However, under the circumstances that the student needs to apply for a longer time to complete the research project, the application for extension of project submission must be made in writing to IPSR. The student will still need to fulfill the minimum requirement of five (5) meetings with the supervisor.
SPECIFICATIONS OF WRITTEN REPORT

Length of Report
The research report should be of about 20,000 words with a margin of 10%, i.e., ±2000 words. The word count does not include the preliminary pages and end materials such as the title page, supervisor page, copyright page, declaration, acknowledgements, contents page, list of tables and figures, abstract, endnotes, references, and appendices.

Language of Report
All Research Project Reports must be written in English.

Typeface and Font Size
The typeface to be used is Times New Roman and the font size is 12-point for the whole text of the research project unless stated otherwise. For example, the font size of the title page is 17-point. For headings in the text, the font size of the first headings is 16-point, the second headings 14-point, and the third headings 12-point. The first headings refer to the chapter headings. Capitalize and center all of the first headings. Use title case and left align the second and third headings. All headings should be in bold. See Appendix J for the formatting of the chapter headings and sub-headings in the text.

Paper
High quality bond paper of A4 size, 80 g, must be used for all hardcopies of the report.

Cover and Spine
The font size of the text on the cover page should be 17-point in Arial. See Appendix K for the content and format of the cover page. The font size of the text on the spine should be 14-point, also in Arial. For the printing format of the spine of the hard cover of the report, refer to Appendix L.

Margins and Spacing
The margins of the page must measure according to the specifications stated below:

- Top – 1”
- Bottom – 1”
- Left – 1.5”
- Right – 1.25”
All typing and printing must be done on one side of the paper only. The spacing is as follows:

**Text** – One-and-a-half spacing.

**Space Before Each Heading in the Text** – Double the spacing of one-and-a-half.

**Space After Each Heading in the Text** – One-and-a-half spacing.
In the event that there are two headings in a row, then insert one-and-a-half spacing before the second heading.

**Endnotes** (if any) – Single spacing, and double-spacing between entries.

**References** -- Single-spacing, and double-spacing between entries.
Arrange the entries in alphabetical order.
  0.5” indented after the first line of the reference entry.
  The alignment of reference entries should be justified.

All first headings should be placed 1” from the top margin unless stated otherwise. Also, use **block format** for the text, i.e., no indentation for the first line of the paragraph. The alignment of paragraphs in the text should be justified.

**Pagination**

All page numbers are to be placed at the bottom center of the page. Every page must be numbered except the title page. The title page is counted as ‘i’ but the numeral is not shown. See **Appendix M** for a sample of title page.

All preliminary pages are to be numbered in lower case Roman numerals starting ii, iii, iv, etc.

The text pages and end materials (including appendices) are to be numbered consecutively and continuously in Arabic numerals (1, 2, 3, etc.) Indicate the page number in terms of the total number of pages. For example, *page 6 of 127*, in 10-point font.

**Corrections**

Correction fluid or any other method of correction is not allowed on the original copy of the report. The problem page must be reprinted after the corrections have been made.
Tables and Figures

Tables and figures are effective tools used to present information in a concise manner. A table and a figure should be self-explanatory and complete in its form. Tables and figures, if mentioned, should appear in the text centered after they have mentioned. They should be numbered consecutively and separately in the order of appearance (i.e. Table 1, Figure 1). Every table and figure should have a title which is brief, clear, and complete. The title should be placed above the table or figure, underlined, and aligned to the left of the table or figure.

If the table or figure contains cited information, acknowledgment is given in a note below the table or figure. The acknowledgement should start with “Note. From” if the table or figure is taken in its whole from the original source. If the information from the original source has been modified (i.e., rearranged, extended, or partially deleted), then acknowledgment is given in a note beginning with the words “Note. Adapted from”. Refer to Appendix N for a sample of table and figure.

Note: The instructions mentioned above do not apply if you produce or develop the table or figure on your own.

Small tables that fit into the page should be placed in the body of the report as part of the text. Large tables that require a whole full page or more than a page should be included as an appendix. The minimum font size for the text in the tables and figures should be 10 point.

Header and Footer

All pages (preliminary pages, text pages, and end materials) should contain a header of a full horizontal line without any words placed above or below the line. All pages should also include a footer of a full horizontal line with the page number (in 10-point font) centered below the line.

Photographs and Printed Materials

When photographs or other printed materials (such as business cards and maps) are to be used, they may be scanned or copied in black and white or in colors. Any photograph and printed material used must be clear and sharp. Using tape, glue, or any type of adhesive to insert photographs and other printed materials IS NOT acceptable.

Non-Paper Format

The label of the soft copy of the report (CD) should include the following information:
(1) Student name and ID.
(2) Research project title.
(3) Degree.
(4) The month and year of first submission.

**Structure of the Report**

The research report should consist of three (3) sections:

1. PRELIMINARY PAGES
2. THE BODY
3. END MATERIALS

The following are the PRELIMINARY PAGES and should be arranged in this sequence:

   Title Page -- A title should summarize the main idea of the paper simply and with style. It should be a concise statement of the main topic and should identify the actual variables or theoretical issues under investigation. (See Appendix M).

   Supervisor Page -- A page that specifies the supervisor of the research project. (See Appendix O)

   Copyright Page (See Appendix P)

   Declaration (See Appendix Q)

   Acknowledgements – acknowledging the assistance given to the authors in the process of completing the research report.

   Dedication (if any) – dedicating your work to your beloved ones.

   Table of Contents (See Appendix R)

   List of Tables (See Appendix S)

   List of Figures (See Appendix T)

   Abstract – a summary of the research project in about 300 words, or a limit of one page with one-and-a-half spacing.

The BODY should include the following chapters in this sequence:

   Chapter 1: Introduction
The introduction should include the background of the research, problem definition or research questions, justification of the research, and the research objectives.

Chapter 2: Literature Review
Review should contain the discussion and evaluation of journal articles or research studies in relation to the research topic. The review serves as the foundation for determining the conceptual framework and the hypotheses to be tested or propositions to be investigated.

Chapter 3: Research Method
This section describes how the research was carried out in terms or research setting, sample used, data collection, measurement scales, and methods of analysis.

Chapter 4: Research Results
This chapter reports the research results. Table and graphs may be used to present the results in a more effective manner.

Chapter 5: Discussion and Conclusion
The last chapter presents the discussion of the research results. For quantitative research studies, the discussion should include the interpretation of results and whether hypotheses are supported by the data. If hypotheses are not being supported by the data, possible reasons or speculations should be given. Implications and recommendations are then given accordingly.

For qualitative research studies, the discussion should also include the interpretation of results and whether the propositions being investigated have been thoroughly answered or evaluated. This chapter provides students with an opportunity to elaborate the key points and suggestions about how the research findings fit into the existing literature on the topical study area. It also allows students to discuss how the greater knowledge and insights can be obtained from the phenomenon being investigated.

The limitations or weaknesses of the research study should be identified and discussed.

Lastly, conclude the research study with a paragraph or two. The conclusion may include predictions, future trends, and what further research is needed for a deeper understanding of the topic in question.
The END MATERIALS include the following in this sequence:

**Endnotes** (if any)

Endnotes, rather than footnotes, should be used. Endnotes section is placed after the concluding paragraphs in the last chapter. The word “Endnotes” should be centered and underlined. Typeface to be used in Times New Roman and the font size is 12. Entries should be single-spaced, and double-spaced between entries. Continue your endnotes after conclusion on the same page.

**References**

For MBA and MBA (Corporate Governance) programmes, the referencing format for the research project report is the American Psychological Association (APA) style. Begin the references of the research report on a new page.

**Appendices**

All appendices should be listed on a separate page after the reference section. Use the Appendices page of this document as a sample. **Materials included in the appendices must be reproduced so that numbering can be done consecutively and continuously.** Use Appendix A, Appendix B, etc, as the heading of the appendices. The heading of the appendix should be capitalized and centered in 12-point font, and is placed 1” from the set margin. If there is a title to the appendix, the title should also be capitalized and centered, double single spacing after the appendix heading.

Documents such as the survey questionnaire (including the survey cover letter), certification letter from UTAR, and the consent letter from the researched companies must be attached as appendices to your research report.

**Note:** **DO NOT include your research project proposal and the Research Meeting Log form in the appendices.**

**Reminder:**
The last paragraph of any page should be comprised of at least two (2) lines of text. If the last paragraph of a page has to be continued on the next page, there must be at least two (2) lines of the text appearing on the next page.
Any heading appearing near the bottom of a page should be followed by at least two (2) lines of text. If this is not possible, the heading and the line should be continued on the next page.

**REFERENCING**

The referencing format for the research report is APA style. The following items show how various sources of information are referenced in the research reports. Justify (as in formatting) the reference entries (refer to Appendix U).

**APA Referencing Style**

1. Journal article with volume and issue numbers. Italicize the journal title and volume number (not the issue number).


2. Book, two authors.


4. Brochure with corporate author.


   *Note: when the author and publisher are identical, use the word “Author” as the name of the publisher.*

5. Brochure with a writer.

6. Newspaper article, one author.


7. Newspaper article, no author:


8. Company annual report:


9. Magazine article:


11. Edited book:


12. Book, no author or editor:


13. Dissertation or thesis:


14. Unpublished paper presented at a meeting or conference:


15. Proceedings published regularly:


16. Unpublished manuscript:


17. Article from a printed magazine, reproduced online:


   **Note:** Do not end a path statement with a period, because any stray punctuation in a path will hinder retrieval. If possible, break a URL that goes to another line after a slash or before a period (a full-stop). **Do not insert a hyphen at the break.**

18. Article from an online magazine, no author listed:


19. Article from an online newspaper:

20. Article from a printed journal, reproduced online:

Many articles online are the exact duplicates of their print versions. If the electronic form is identical to the printed version, add within brackets “Electronic version.” This allows you to omit the URL.


Add the URL and date of access if page numbers are not indicated. For example:


21. Information or article from an Web site:


22. Information or article from an Web site with no author:


23. Online information or article from an Web site with no author and no copyright or publication date:

Notes:

(a) The APA style recommends listing only those works actually cited in the text, so you would not include works for background or for further reading in the references.

(b) DO NOT number the entries in the Reference section. All entries must be made in alphabetical order.

(c) References by the same author (or by the same two or more authors in the same order) with the same publication year are arranged alphabetically by the title (excluding A or The) that follows the date. Lowercase letters—a, b, c, and so on—are placed immediately after the year, within the parentheses.

Examples of Reference Entry:

Kaufman, J. R. (2001b). The roles of …

(d) For Malay names:

i. Enter a Malay name under the first element of his/her name unless it is known that he/she treats another element of his/her name as a surname; in that case, enter under the surname. For example, Sopiee is the surname.

Sopiee, Nordin

ii. If an abbreviation is used for a word denoting filial relationship, i.e., b. for bin, bt. for binti, use the full form of the word. For example,

Ali bin Adbullah
Nawah binti Ahamd

iii. If a name does not have the word denoting filial relationship, enter the name as found. For example,

Ismail Hussien

iv. Add the title of honor, rank, or position after the name.

Abdul Majid, Haji
Sopiee, Nordin, Dato’

v. If the title of honor, rank, or position are hereditary, enter by the title. For example, Ungku, Syed, Nik, and Wan.

Ungku Abdul Aziz
Syed Hassan Ali
Nik Safiah Karim
Wan Ahmad Abdullah

(e) For Chinese names,

i. Enter the surname first. For example,

Wong, Mei Mei

ii. If a name contains both Chinese and non-Chinese given names, enter the non-Chinese given name before the Chinese given name. For example,

Chin, John K. W.
Lee, Thomas Ah Beng

(f) For Indian names,

i. If the name appears as Subramaniam Periasamy and Periasamy is the surname, enter as follows:

Periasamy, S.

ii. If the name appears as Subramaniam P., enter the same as follows:

Subramaniam P.

APA Citation in the Text

1. Personal communications such as interviews, telephone conversations, e-mails, group discussion, messages from bulletin boards (electronic or white board), letters, and memos would not be listed in the reference list at all. Such citations would appear in the text only. Provide the date of the personal communication as exact as possible. For example:

Increasing the role of cable companies in the industry is high on the list of the company, Day Cable and Communications (Georgia Stainer, personal communication, March 2, 1999).
2. When a work has **more than two authors**, cite all authors the first time the reference occurs in the text. In subsequent citations, include only the surname of the first author followed by “et al.” (insert a period after “al”) and the year. For example,

**First citation in the text:**

Williams, Smith, Bradner, and Rosen (2000) found that …

**Subsequent citations in the text:**

According to Williams et al. (2000) …

3. For any work with **no author name** (such as online article, newspaper, or magazine article, or a chapter), cite it in the text with the first two or three words from the title and the year of publication. Use double quotation marks around the title and capitalize the first letter of each word. For example,

… (“Buying Asian Supplies,” 1997)

4. For works with **corporate authors**, the names of the corporate authors are usually spelled out each time they appear in a text citation. However, some corporate author names can be spelled out in full when it is first cited and then abbreviated thereafter. For example,

**Cited in full for all citations in the text:**

… (University of Michigan, 2003)

**First citation in the text:**

… (National Institute of Mental Health [NIMH], 2001)

**Subsequent text citation:**

… (NIMH, 2001)

5. To cite a specific part of a source as a **direct quotation**, indicate the page number of the source and abbreviate the word page (p.), in addition to the author’s name and year. For example,

“……” (Cheek & Burn, 2004, p. 332)

6. To cite **two or more works within the same parentheses**,
i. If the works are of the same authors in the same order, arrange them by the year of publication.

ii. If the works are of different authors, arrange them in alphabetical order and separate them by semicolons.

For example,

... (Edeline and Wrangler, 1995, 1998)
... (Balda, 1999; Kamar, 1996; Pepper & Jones, 2000)

7. For citation of a work discussed in a secondary source, you would give the secondary source in the reference list, and give a citation for the secondary source in the text. For example, if McClelland’s work is cited in Coltheart’s study and you did not read the work by McClelland, list the Coltheart’s reference in the References. In the text, use such citation as:

McClelland’s study (as cited in Coltheart, 1993) suggests that …

**Language Explained:**

CITING means formally recognizing, within your text, the resources from which you have obtained information.

BIBLIOGRAPHY lists works for background or for further reading and may include works that are not being cited in the text.

REFERENCE is the detailed description of the items from which you have obtained your information and cited in the text. The reference list provides information necessary to retrieve the sources used. There must be an agreement between the text citations and reference list entries. Sources of information cited in the text must appear in the reference list, and each source referenced in both places must be identical in spelling and year of publication.

**THE STUDENT-SUPERVISOR RELATIONSHIP**

This section outlines the reasonable expectations as well as the relationships between the students and supervisors. Both parties should respect the rights of each other. **Note that the major responsibilities rest with the students undertaking the research project.** Failure to meet these responsibilities may have an adverse impact on the successful completion of the research project and thus the final grade.
Student’s Expectations

Supervisors are expected to:

1. Treat the students with respect.
2. Support the research study done by the students, but always recognize that the research belongs to the students.
3. Give the best and sincere advice in assisting the students to achieve their objectives.
4. Provide the same level of support and attention to each of every student under supervision.
5. Respond to any communication initiated by the students.
6. Inform the students of any expected absence and make necessary arrangement for alternative to supervision during that period.
7. Agree to meet more than the minimum requirement of five (5) times if it is needed.
8. Be well prepared for the meetings to facilitate efficient discussion.
9. Evaluate the outline of the research project report.
10. Assess the students’ research project report fairly and objectively.

Supervisors are NOT expected to:

1. Be an English teacher to correct the grammar of the written report.
2. Read drafts of the research report and make corrections.
3. Do the data analysis on behalf of the students.

Supervisor’s Expectations

Students are expected to:

1. Treat the supervisors with respect.
2. Take responsibility for own research. It does not belong to the supervisor.
3. Read thoroughly and comply with the research project guidelines provided.
4. Undertake all readings as advised.
5. Attend and be fully prepared for all pre-arranged meetings.
6. Report on their progress at each meeting.
7. Provide explanation for absenteeism, if any.
8. Contact the supervisor only on substantive issues, after having exhausted other legitimate avenues to rectify their query.
9. Recognize that the supervisor’s support primarily concern the process, i.e., how the research project is being undertaken, rather than the detailed contents of the research report.
10. Prepare the research report with reasonably good writing skills.
Students are NOT expected to:

1. Request the supervisor to read or write anything on behalf of them.
2. Request the supervisor to do data analysis.
3. Ask whether they will pass their research projects.

**Issues of Concern**

While every effort will be made to provide effective supervision to the students, there may be occasions that the students are not receiving the expected level of supervision as stated in the guidelines. The students are strongly encouraged to bring up the issues of concern to their respective supervisors. In the event that the problems cannot be settled amicably, the students should bring up the matter to the Research Project Coordinator or the HoP.

The same procedure equally applies to the supervisors who feel that the level of efforts from the students is not up to their expectations. The supervisors are advised to settle the problems with their respective students. In the event that the problems cannot be settled amicably with the students, the supervisors should raise the issues of concern to the Research Project Coordinator or the HoP.

The Research Project Coordinator or the HoP will try to settle the issues between the students and supervisors with whatever actions deemed to be appropriate. In the event that the case cannot be settled at this level, the Research Project Coordinator or the HoP will bring up the case to HOD or to the Director of IPSR. An official meeting may be conducted to address the case.

**THE ROLES OF THE RESEARCH PROJECT COORDINATOR AND THE HEAD OF PROGRAMME**

The Research Project Coordinator or the HoP will take on such roles as:

1. Administrator – take care of all relevant paperwork.
2. Resource allocator – recommend supervisors and second markers to the respective students.
3. Disseminator – provide both students and supervisors with all necessary information to carry out the supervision process successfully.
4. Spokesperson – will speak on behalf of the HOD or IPSR during briefing sessions.
5. Monitor – send out reminders whenever it is necessary to ensure that the work is progressing to meet deadlines.
6. Liaison – liaise with the HOD or IPSR on behalf of the supervisors or students regarding any issues of concern.
7. Negotiator – work with any relevant parties to reach an agreement when there is a conflict of interests.
8. Disturbance handler – take corrective actions to deal with any problem or dispute that may arise.

THE ROLE OF THE EXAMINERS

There shall be two (2) examiners appointed to evaluate the student research projects. The two examiners are the supervisor and the second marker. The second marker is normally appointed from internal academic staff. The role of all examiners is to mark the allocated research projects in accordance to the assessment criteria stated in this manual. In the event that the marks of the first marker differ from the marks of the second marker by fifteen (15) marks and above, a third marker will be appointed by the HOD or the Dean. The final marks will be the average marks of the two markers (or three markers, in the event that a third marker has been appointed).

STUDENTS’ SAFETY WHILE CONDUCTING FIELDWORK FOR RESEARCH

The students are reminded that it is utmost important to consider their own personal safety when conducting research in the field.

Please note that you are doing the fieldwork AT YOUR OWN RISK. “AT YOUR OWN RISK” means that UTAR, its staff members, officers, lecturers, and any other personnel will in no way be responsible for any physical harm, injury, death, loss to any personal property, or any other loss whatsoever incurred to the student(s) or to any other person(s) accompanying them.

THE PROCEDURE FOR OBTAINING PERMISSION TO CONDUCT FIELDWORK

The student needs to get a certification letter from the Director of IPSR if he/she decides to do a field research study. The letter is just to certify that you are a student of UTAR. The procedure is as follows:

1. The student is required to complete a fieldwork request form entitled “Application for Certification Letter” which can be obtained from IPSR office. See Appendix V for the “Application for Certification Letter” form.
2. The application form is then submitted to the Director of IPSR for the necessary signatures.

3. The student will start the fieldwork upon receiving the signed certification letter.

**PLAGIARISM**

Plagiarism is defined as the submission or presentation of work, in any form, which is not one's own, without acknowledgement of the sources. If a student obtains information or ideas from an outside source, that source must be acknowledged. Another rule to follow is that any direct quotation must be placed in quotation marks, and the source immediately cited. However, excessive use of direct quotes is not acceptable at all!

Plagiarism is also defined as copying all or part of the work of another student(s) of the current or previous batch of this University, or of another institution of higher learning.

The University's degree and other academic awards are granted in recognition of the candidates' personal achievement. Plagiarism is therefore considered an act of academic fraudulence and an offence against the discipline of the University. Cheating, plagiarism, illicit collaboration, and misrepresentation of one's work will not be tolerated. The penalties for such offences include but not limited to the following:

- A lower grade than the actual one awarded.
- A maximum of grade C+.
- Failure in the research project. The student has to complete a new research project in the event that they fail the previous project. Consequently, the student would not be able to graduate in time.
- Expulsion from the university.
APPENDICES

1. Recommended Readings   A
2. Timeline for Supervision & Assessment for Research Project   B1 – B3
3. Submission of Research Project Proposal Form   C
4. Research Project Proposal Guidelines   D
5. Research Meeting Log   E
6. Project Title Approval and Intention to Submit Form   F
7. Submission of Research Project for Examination   G
8. Research Project Report Assessment Form   H
9. Submission of Research Project Report   I
10. Sample of Chapter Headings   J
11. Cover Page   K
12. Sample of Spine   L
13. Title Page   M
14. Sample of Table and Figure   N
15. Supervisor Page   O
16. Copyright Page   P
17. Declaration   Q
18. Table of Contents   R
19. List of Tables   S
20. List of Figures   T
21. References   U
22. Application for Certification Letter   V
APPENDIX A

RECOMMENDED READINGS


# APPENDIX B1

## TIMELINE FOR SUPERVISION AND ASSESSMENT OF RESEARCH PROJECT

MBA and MBA Corporate Governance – January Registration

[20wk-20wk-12wk-20wk] [long-long-short-long]

<table>
<thead>
<tr>
<th>Process Step</th>
<th>Responsibility</th>
<th>Timing* (Week)</th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Supervisor Listing</td>
<td>FAM</td>
<td>Before the commencement of the new semester</td>
<td>Listing of Lecturers’ Research Areas</td>
</tr>
<tr>
<td>Project Proposal Submission to IPSR</td>
<td>Candidate</td>
<td>1 (Jan)</td>
<td>Submission of Research Project Proposal</td>
</tr>
<tr>
<td>Proposal Evaluation by Supervisor</td>
<td>Supervisor</td>
<td>2-3</td>
<td>Research Project Proposal Evaluation Form</td>
</tr>
<tr>
<td>Appointment of Supervisor by FRDPC</td>
<td>FAM</td>
<td>4</td>
<td>Supervisor Appointment List</td>
</tr>
<tr>
<td>Periodical Supervisor-Supervisee Meetings</td>
<td>Supervisor and Candidate</td>
<td>Minimum once in 2 weeks</td>
<td>Research Meeting Log</td>
</tr>
<tr>
<td>Submission of Project Title Approval and Intention to Submit Form</td>
<td>Candidate</td>
<td>30 (August)</td>
<td>Project Title Approval and Intention to Submit Form</td>
</tr>
<tr>
<td>First Submission of Research Project for Examination</td>
<td>Candidate</td>
<td>34 (September) <em>End of the teaching week</em></td>
<td>Submission of Research Project for Examination</td>
</tr>
<tr>
<td>Assessment of Research Project</td>
<td>Supervisor and Second Marker</td>
<td>35-36</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Appointment of Third Marker (if supervisor’s mark and second reader’s mark differ by more than one grade)</td>
<td>FAM</td>
<td></td>
<td>Third Marker Appointment List</td>
</tr>
<tr>
<td>Assessment of Research Project by Third Marker</td>
<td>Third marker</td>
<td>37</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Departmental-BOE Meeting</td>
<td>FAM/IPSР</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>BOE Meeting</td>
<td>DEAS/FAM/IPSР</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Senate Meeting</td>
<td>DEAS/FAM/IPSР</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Submission of Research Project to IPSR</td>
<td>Candidate</td>
<td>44 (within 1 month after the release of the result)</td>
<td>Submission of Final Research Project</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: The candidates have a maximum time frame of one (1) year to complete their research projects, inclusive of any approved extension for submission.

* Time equals 0 is the commencement date. The week number stated is the latest date permissible for that activity. Long semester consists of 20 weeks, short semester consists of 12 weeks.
### APPENDIX B2

**TIMELINE FOR SUPERVISION AND ASSESSMENT OF RESEARCH PROJECT**

MBA and MBA Corporate Governance – May Registration

[20wk-12wk-20wk] [long-short-long-long]

<table>
<thead>
<tr>
<th>Process Step</th>
<th>Responsibility</th>
<th>Timing <em>(Week)</em></th>
<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Supervisor Listing</td>
<td>FAM</td>
<td>Before the commencement of the new semester</td>
<td>Listing of Lecturers’ Research Areas</td>
</tr>
<tr>
<td>Project Proposal Submission to IPSR</td>
<td>Candidate</td>
<td>1 (June)</td>
<td>Submission of Research Project Proposal</td>
</tr>
<tr>
<td>Proposal Evaluation by Supervisor</td>
<td>Supervisor</td>
<td>2-3</td>
<td>Research Project Proposal Evaluation Form</td>
</tr>
<tr>
<td>Appointment of Supervisor by FRDPC</td>
<td>FAM</td>
<td>4</td>
<td>Supervisor Appointment List</td>
</tr>
<tr>
<td>Periodic Supervisor-Supervisee Meetings</td>
<td>Supervisor and Candidate</td>
<td>Minimum once in 2 weeks</td>
<td>Research Meeting Log</td>
</tr>
<tr>
<td>Submission of Project Title Approval and Intention to Submit Form</td>
<td>Candidate</td>
<td>23 (November)</td>
<td>Project Title Approval and Intention to Submit Form</td>
</tr>
<tr>
<td>Submission of Research Project for Examination - 3 soft bound copies to IPSR - 1 softcopy in CD</td>
<td>Candidate</td>
<td>27 (December) <em>End of the teaching week</em></td>
<td>Submission of Research Project for Examination</td>
</tr>
<tr>
<td>Assessment of Research Project</td>
<td>Supervisor and Second Marker</td>
<td>28-29</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Appointment of Third Marker (if supervisor’s mark and second reader’s mark differ by more than one grade)</td>
<td>FAM</td>
<td></td>
<td>Third Marker Appointment List</td>
</tr>
<tr>
<td>Assessment of Research Project by Third Marker</td>
<td>Third marker</td>
<td>29</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Departmental-BOE Meeting</td>
<td>FAM/IPSRR</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>BOE Meeting</td>
<td>DEAS/FAM/IPSRR</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>Senate Meeting</td>
<td>DEAS/FAM/IPSRR</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Submission of Research Project to IPSR</td>
<td>Candidate</td>
<td>36 (within 1 month after the release of the result)</td>
<td>Submission of Final Research Project</td>
</tr>
</tbody>
</table>

Note: The candidates have a maximum time frame of one (1) year to complete their research projects, inclusive of any approved extension for submission.

* Time equals 0 is the commencement date. The week number stated is the latest date permissible for that activity. Long semester consists of 20 weeks, short semester consists of 12 weeks.
APPENDIX B3

TIMELINE FOR SUPERVISION AND ASSESSMENT OF RESEARCH PROJECT
MBA and MBA Corporate Governance – October Registration
[12wk-20wk-20wk-12wk] [short-long-long-short]

<table>
<thead>
<tr>
<th>Process Step</th>
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<th>Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Supervisor Listing</td>
<td>FAM</td>
<td>Before the commencement of the new semester</td>
<td>Listing of Lecturers’ Research Areas</td>
</tr>
<tr>
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<td>1 (October)</td>
<td>Submission of Research Project Proposal</td>
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<tr>
<td>Proposal Evaluation by Supervisor</td>
<td>Supervisor</td>
<td>2-3</td>
<td>Research Project Proposal</td>
</tr>
<tr>
<td>Appointment of Supervisor by FRDPC</td>
<td>FAM</td>
<td>4</td>
<td>Evaluation Form &amp; Supervisor Appointment List</td>
</tr>
<tr>
<td>Periodical Supervisor-Supervisee Meetings</td>
<td>Supervisor and Candidate</td>
<td>Minimum once in 2 weeks</td>
<td>Research Meeting Log</td>
</tr>
<tr>
<td>Submission of Project Title Approval and Intention to Submit Form</td>
<td>Candidate</td>
<td>22 (March)</td>
<td>Project Title Approval and Intention to Submit Form</td>
</tr>
<tr>
<td>Submission of Research Project for Examination</td>
<td>Candidate</td>
<td>26 (April)</td>
<td>Submission of Research Project for Examination</td>
</tr>
<tr>
<td>Assessment of Research Project</td>
<td>Supervisor and Second Marker</td>
<td>27-28</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Appointment of Third Marker (if supervisor’s mark and second marker’s mark differ by more than one grade)</td>
<td>FAM</td>
<td></td>
<td>Third Marker Appointment List</td>
</tr>
<tr>
<td>Assessment of Research Project by Third Marker</td>
<td>Third Marker</td>
<td>29</td>
<td>Research Project Assessment Form &amp; Research Report</td>
</tr>
<tr>
<td>Departmental-BOE Meeting</td>
<td>FAM/IPSР</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>BOE Meeting</td>
<td>DEAS/FAM/IPSР</td>
<td>31</td>
<td></td>
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<tr>
<td>Senate Meeting</td>
<td>DEAS/FAM/IPSР</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Submission of Research Project to IPSR</td>
<td>Candidate</td>
<td>36 (within 1 month after the release of the result)</td>
<td>Submission of Final Research Project</td>
</tr>
</tbody>
</table>

Note: The candidates have a maximum time frame of one (1) year to complete their research projects, inclusive of any approved extension for submission.

* Time equals 0 is the commencement date. The week number stated is the latest date permissible for that activity. Long semester consists of 20 weeks, short semester consists of 12 weeks.
APPENDIX C

UNIVERSITI TUNKU ABDUL RAHMAN

SUBMISSION OF RESEARCH PROJECT PROPOSAL

To: The Director,
Institute of Postgraduate Studies and Research

Date: __________________________________________

<table>
<thead>
<tr>
<th>Name of Candidate:</th>
<th>Faculty:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration No.:</td>
<td>Programme:</td>
</tr>
<tr>
<td>I.C.No./Passport No.</td>
<td>Structure:</td>
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<tr>
<td>Address:</td>
<td>Intake:</td>
</tr>
<tr>
<td>Current Semester:</td>
<td></td>
</tr>
<tr>
<td>Telephone No.:</td>
<td>E-mail Address:</td>
</tr>
<tr>
<td>Proposed Supervisor:</td>
<td>Signature (Proposed Supervisor):</td>
</tr>
</tbody>
</table>

Declaration by Candidate

I hereby submit 2 copies of my Research Proposal titled: ____________________________

Thank you.

__________________________
(Signature)

Confirmation by IPSR

Date Received : ________________  [ ] 2 sets of Research Proposal

Received by : ___________________________ (Name) ___________________________ (Signature)

Note to Candidate: To be submitted together with a detailed research proposal (2 sets required)
APPENDIX D

RESEARCH PROJECT PROPOSAL GUIDELINES

Typically, your research project proposal should be about 3-5 pages, using font size 12, Times New Roman, with a spacing of one and a half and margin as follows:-

- top - 1”
- left – 1”
- bottom 1”
- right 1.25”

**Title**

It should be concise and descriptive. For example, the phrase, "An investigation of . . ." could be omitted. Often titles are stated in terms of a functional relationship, because such titles clearly indicate the independent and dependent variables. However, if possible, think of an informative but catchy title. An effective title not only pricks the reader's interest, but also predisposes him/her favourably towards the proposal.

**Introduction**

The introduction should begin with a general statement of the problem area, with a focus on a specific research problem, to be followed by the rational or justification for the proposed study. The introduction covers the following elements:

1. State the research problem, which is often referred to as the purpose of the study.
2. Provide the context and set the stage for your research question in such a way as to show its necessity and importance.
3. Present the rationale of your proposed study and clearly indicate why it is worth doing.
4. Briefly describe the major issues and sub-problems to be addressed by your research.
5. Identify the key independent and dependent variables of your experiment. Alternatively, specify the phenomenon you want to study.
6. State your hypothesis or theory, if any. For exploratory or phenomenological research, you may not have any hypotheses. (Please do not confuse the hypothesis with the statistical null hypothesis.)
7. Specify the scope of your proposed research in order to provide a clear focus.

**Literature Review**

The literature review serves several important functions:

1. Gives credits to those who have laid the groundwork for your research.

Appendix D continues…
2. Demonstrates your knowledge of the research problem.
3. Demonstrates your understanding of the theoretical and research issues related to your research question.
4. Shows your ability to critically evaluate relevant literature information.
5. Indicates your ability to integrate and synthesize the existing literature.
6. Convinces your reader that your proposed research will make a significant and substantial contribution to the literature (i.e., resolving an important theoretical issue or filling a major gap in the literature).

**Methodology**

You need to demonstrate your knowledge of alternative methods and make the case that your approach is the most appropriate and most valid way to address your research question.

For qualitative studies, identify and describe your research method (example, ethnographic field study, single case study) and your research procedures (example observation, interviews). Where can, cite the major authors who have described your research method.

For quantitative studies, the method section typically consists of the following sections:

1. Design - Is it a questionnaire study or a laboratory experiment? What kind of design do you choose?
2. Subjects or participants - Who will take part in your study? What kind of sampling procedure do you use?
3. Instruments - What kind of measuring instruments or questionnaires do you use? Why do you choose them? Are they valid and reliable?
4. Procedure - How do you plan to carry out your study? What activities are involved? How long does it take? What statistical procedures will be used in order to answer your research question?

**References**

The system of referencing used should be consistent throughout and must include the names of all authors, the name of the book or journal, volume number, issue number, page numbers, and the year of publication. For MBA and MBA (Corporate Governance) programs, the referencing format for the research project report is the APA style.

*(Adapted from an article by Paul T.P. Wong, http://www.meaning.ca/articles)*
#APPENDIX E

Universiti Tunku Abdul Rahman

## Research Meeting Log

### DETAILS OF CANDIDATURE AND RESEARCH

<table>
<thead>
<tr>
<th>Name:</th>
<th>Registration No:</th>
<th>Programme:</th>
<th>Structure: A / B / C</th>
<th>Faculty:</th>
<th>Intake: JANUARY/MAY 200__</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>FICT/FAS/FAM/FES</td>
<td></td>
</tr>
</tbody>
</table>

**Supervisor:**

**Co-Supervisor:**

**Research Title:**

---

### Comments/Concerns/Issues Raised

<table>
<thead>
<tr>
<th>Date</th>
<th>Candidate's Signature</th>
<th>Supervisor's Signature</th>
<th>Co-Supervisor's Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

(Enclose attachments where necessary)

---

### TO BE COMPLETED AT THE END OF THE MONTH

**Progress of the Research** *(check appropriate boxes)*

- [ ] Satisfactory Progress shown.
- [ ] Unsatisfactory Progress. State actions to be taken:

---

Signature (Supervisor) _______________ Date: __________

Reviewed by (HOP/HOD /Research Project Coordinator) _______________ Date: __________
APPENDIX F

UNIVERSITI TUNKU ABDUL RAHMAN

GBMZ2016 Research Project
Project Title Approval and Intention to Submit Form

Name of Student: ___________________________  Student ID: ___________________________

I hereby certify that the following is my final research project title:
An abstract of my research project is hereby attached with this form.
Research Project Title: 

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

I also hereby wish to notify that my intended date of submission is: ________________
(DD/MM/YY)

Student’s signature: ___________________________  Date: ___________________________

TO BE COMPLETED BY RESEARCH PROJECT SUPERVISOR

This is to certify that I am the supervisor of the above student on the research project, and that I have approved the research title as stated above.

Name: __________________________________________

Faculty: __________________________________________

Department: _______________________________________

Signature: ___________________________  Date: ___________________________

TO BE COMPLETED BY FRDPC

The research project title stated above is  ( ) approved  ( ) not approved.

Name: ___________________________

Signature: ___________________________

Date: ___________________________
APPENDIX G

UNIVERSITI TUNKU ABDUL RAHMAN

SUBMISSION OF RESEARCH PROJECT FOR EXAMINATION

To: The Director,
   Institute of Postgraduate Studies and Research

Date: ________________

<table>
<thead>
<tr>
<th>Name of Candidate:</th>
<th>Faculty:</th>
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<th>Subject Code:</th>
<th>Subject:</th>
<th>Current Semester:</th>
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</table>

| GBMZ2016 | Research Project |

Declaration by the Candidate

I hereby submit 3 soft-bound copies of my research project titled: _________________________________

____________________________________________________________________________________

………………………………………………………………………………………………………………

(Signature)

Confirmation by IPSR

Date Received: ________________  3 soft-bound copies of research project for examination and 1 softcopy in CD

Received by: ______________________________ (Name) ____________________________ (Signature)
# APPENDIX H

## UNIVERSITY OF TUNGHWA

**Research Project Report Assessment Form**

<table>
<thead>
<tr>
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<th>Registration Number :</th>
<th>Programme   :</th>
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<tr>
<th>Assessment Criteria</th>
<th>Maximum Mark</th>
<th>Awarded Mark</th>
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<tr>
<td>1. Introduction, problem definition, and objectives</td>
<td>10%</td>
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<tr>
<td>2. Literature review—choice of appropriate concepts with hypotheses or propositions</td>
<td>20%</td>
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</tr>
<tr>
<td>3. Method—research procedure and data analysis</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>4. Research results and interpretation of results</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>5. Implications, recommendations and conclusion</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>6. Referencing</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>7. Overall presentation of the report; structure, clarity, and organization of information</td>
<td>10%</td>
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</tr>
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</table>

**Total** 100%

I hereby attach my Examiner’s Report with this form.

---

(Name of the examiner) (Signature of the examiner) (Date)
APPENDIX I

UNIVERSITI TUNKU ABDUL RAHMAN

SUBMISSION OF FINAL RESEARCH PROJECT REPORT

To: The Director,
Institute of Postgraduate Studies and Research

Date: ________________________________________

<table>
<thead>
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<td>GBMZ2016</td>
<td>Research Project</td>
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Declaration by Candidate

I hereby submit four (4) hard-bound copies of my research project report entitled:

______________________________________________________________________________________

I have also included one (1) soft copy in CD with this submission.

.................................................................
(Signature)

Confirmation by IPSR

Date Received: ________________  4 hard-bound copies of research project
and 1 softcopy in CD

Received by: ____________________________ (Name) ____________________________ (Signature)
APPENDIX J

CHAPTER 1

INTRODUCTION

This chapter presents ..............................................................

(Note: Text in one-and-a-half spacing.)

Research Method

Description of the Survey Study

The survey study was conducted .............................................
APPENDIX K

FACTORS AFFECTING ONLINE ADVERTISING RECALL: A STUDY OF YOUNG CONSUMERS

CHEAH PEI LOO

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

AUGUST 2010 (the month and year of first submission)
Sample of Spine

Full name of the student
Typeface: Arial
Font Size: 14

Key words of the project title
Typeface: Arial
Font Size: 14

Month and year of submission date
Typeface: Arial
Font Size: 14

Degree awarded
Typeface: Arial
Font Size: 14

CHEAH PEI LOO ONLINE ADVERTISING RECALL MBA AUGUST 2010

20 mm from the end of spine
APPENDIX M

Factors Affecting Online Advertising Recall:
A Study of Young Consumers

Cheah Pei Loo

A research project submitted in partial fulfillment of the requirement for the degree of

Master of Business Administration

Universiti Tunku Abdul Rahman

Faculty of Accountancy and Management

August 2010 (the month & year of first submission)
APPENDIX N

Sample of Table and Figure

Table 1: Experimental Design of the Study

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<tr>
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<td>Complex</td>
<td>Simple</td>
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(Notes below the table and figure should be in 10-point Times New Roman.)

Figure 1: Theory of Reasoned Action (TRA)

Beliefs and Evaluations \[\rightarrow\] Attitude toward Behavior \[\rightarrow\] Behavioral Intention \[\rightarrow\] Actual Behavior

Normative Beliefs and Motivation to comply \[\rightarrow\] Subjective Norm

Factors Affecting Online Advertising Recall:
A Study of Young Consumers

By
Cheah Pei Loo

This research project is supervised by:

Teo May Leng
Assistant Professor
Department of Management
Faculty of Accountancy and Management
APPENDIX P

3” from the top margin

the year of submission

Copyright @ 2010

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.
APPENDIX Q

1" from the top margin

DECLARATION (in 12-point font)

I hereby declare that:

(1) This GBMZ2016 Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is ________________________.

Name of Student: ________________________

Student ID: ________________________

Signature: ________________________

Date: ________________________
APPENDIX R

1” inch from the top margin

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APPENDIX T

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LIST OF FIGURES (in 12-point font)

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APPENDIX U

REFERENCES (in 12-point font)


APPENDIX V

UNIVERSITI TUNKU ABDUL RAHMAN

APPLICATION FOR CERTIFICATION LETTER

TO BE COMPLETED BY STUDENT APPLICANT

Name of Student: _________________________ Student ID: ___________________

Programme: 

Unit Code and Subject Name: ____________________________________________

Name of supervisor: ______________________________________________________

Research Topic/Title: ______________________________________________________

The following details are required:

Name of the Company: ____________________________________________________

Name of the contact person: ______________________________________________

Designation of the contact person: __________________________________________

Address: __________________________________________________________________

Office Telephone: __________________________  Mobile Phone: _________________

Student’s Signature: ______________________________________________________

Date: ____________________________________________________________________

Page 1 of 2
TO BE COMPLETED BY PROJECT SUPERVISOR

This is to certify that I am the supervisor of the student of the research project stated above, and that I have reviewed the student’s research study (including the survey questionnaire, if any) to be conducted.

Name: ______________________________________________________
Faculty: _____________________________________________________
Department: ___________________________________________________

Signature: __________________________
Date: __________________________

FOR OFFICE USE ONLY

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Note:

The guidelines stated in this research project manual are subject to change. Students shall be notified in advance of any changes.