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Roadmap for a thesis

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1. The broad topic I would like to investigate is ...

(1 sentence)

2. This topic is relevant in a professional perspective because ...

(1 sentence)

3. Within this topic, a question that needs to be studied is ...

(1 sentence)

4. The model that is most commonly used to frame this research question is ...

(1 sentence)

example: the purchase funnel? the value chain? the business model canvas? a model in consumer psychology? Gartner's hype cycle?

5. To study this question, my methodology will be ...

(1 sentence)

6. This methodology will make use of this empirical material ...

(1 sentence)

7. I will collect this empirical material by doing ...

(1 sentence)

8. These are the precise steps or tools I will use for the collection of data...

(bullet point list)

9. To analyze this data, I will do:

(bullet point list)

10. My intention is to synthesize my results by:

(choose an option)

- adapting the model that I had identified in step 4
- creating a different model
- describing different scenarios
- using another method, which is:
