Department of Commerce
Faculty of Management Studies and Commerce
University of Jaffna

Guidelines for Comprehensive Proposal

Dissertation in Bachelor of Commerce Honours in Accounting and Finance
Dissertation in Bachelor of Commerce Honours in Business Technology Management

The students are tasked with developing a comprehensive research proposal within the range of 15 to 20 pages, exclusive of the list of references and appendices. The document is expected to adhere to the following formatting specifications.

- Font: Times New Roman
- Title: 14 bold
- Subtitle: 12 bold
- Text: 12
- Line Space: 1.5

The proposal should align with the following structure

Components of the Research Proposal	Description
Title page	Please refer the Template (Appendix 1)
Contents	This section includes the table of contents
Background of the Study	- Provide a brief introduction to the general topic of your research - Highlight the significance and relevance of the study - Identify any existing problems or gaps in knowledge that your research aims to address - Include relevant statistics or data to emphasize the importance of your research
Research Objective and Questions	- Clearly state the overarching objective of your study. This should be a broad statement that outlines the main purpose of your research - Formulate specific research questions that address the various aspects of your study - Ensure that your research questions align with your overarching objective
Review of Literature	- Conduct a comprehensive review of existing literature related to your research topic - Summarize key findings from previous studies and highlight methodologies used - Identify theories and concepts relevant to your research. - Note any controversies, debates, or gaps in the existing literature

Knowledge Gaps	• Clearly articulate the gaps in knowledge that your research aims to fill • Explain how your study will contribute to filling these gaps • Justify the importance of addressing these gaps in the context of the broader field
Development of Conceptual Framework and Hypotheses	• If applicable, develop a conceptual framework that illustrates the relationships between key variables in your study • Formulate hypotheses based on the conceptual framework
Methods	• Describe the research design, including whether it is qualitative, quantitative, or a mix of both • Detail the sampling strategy and justify why it is appropriate for your study • Specify data collection methods (surveys, interviews, experiments, etc.) and provide a rationale for their selection • Outline data analysis techniques and tools
Expected Contribution	• Clearly state the potential contributions of your research to the field • Explain how your study advances existing knowledge or fills gaps identified in the literature • Discuss the practical implications of your findings and how they may be applied
Conclusion	• Summary and Closing Remarks • Summarize the key points of the proposal • Reinforce the importance of the research • Highlight the potential impact of your study
References	• Citation and Referencing (APA 7) • Ensure accurate and complete citations for all sources used
Time Frame	• Develop a realistic timeline for your research, including key milestones and deadlines • Break down the research process into phases (literature review, data collection, analysis, writing, etc.) • Consider potential challenges and build in flexibility to accommodate unexpected delays

APPENDIX 01: Title Page

Comprehensive Research Proposal

Factors Influencing the Consumers' Intention Towards the Adoption of Artificial Intelligence Enabled Banking Services

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