

Department of Commerce
Faculty of Management studies and Commerce
Dissertation Proposal Presentation Guidelines

Front and Slide Formatting

- **Front style:** Times New Roman
- **Front Color :**Black
- **Slide Background:** Plain White Background
- Ensure clarity and a professional appearance throughout the presentation

Front and Slide Formatting

- Presentation : 15 Minutes
- Q & A Session: 5 Minutes

TOPIC

Department of Commerce
Faculty of Management Studies and Commerce
University of Jaffna
Sri Lanka 2025

Research proposal

Students Full Name

Index Number

Specialized In Business Technology Management

CONTENT

INTRODUCTION & BACKGROUND OF THE STUDY

SIGNIFICANCE OF THE STUDY

RESEARCH GAP

RESEARCH PROBLEM & RESEARCH QUESTIONS

RESEARCH OBJECTIVES

HYPOTHESIS

LITERATURE REVIEW

Authors	Variables	Underpinning Theories	Method of analysis	Related Findings (At Least 5 reviews)	Limitation of Study
Examples :Hoque, M. A., Rasiah, R., Furuoka, F., & Kumar, S. (2021)	Examples: Independent Variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions Dependent Variables: Intention to Use Cloud Computing	Examples: Based Country : Sri Lanka Using Theory: TOE or TAM	Examples: Sample: 250 Samples Using Method: Quantitative Using Data analysis Techniques: Regression Correlation. Factor Analysis	Examples: Literature in the apparel industry focuses mainly on the diffusion of innovation and the theory of reasoned action. Hence, the literature lacks investigations of technology–organization–environment and institutional theories for technology adoption in the apparel industry. This study also traces six clusters of prevalent research trends: radiofrequency identification, virtual-try on technology for e-commerce, computer-aided design, Industry 4.0 technologies, virtual-try on technology in design and information technology.	Examples: The study focuses on a specific geographic region (Sri Lanka), limiting generalizability. Additionally, data were collected during a particular time period, which may not account for changes in technology trends.

CONCEPTUALIZATION

OPERATIONALIZATION

RESEARCH METHODOLOGY

VARIABLE MEASUREMENT

Method of analysis

EXPECTED CONTRIBUTION OF THE RESEARCH

With the Knowledge Contribution and Practical Contribution

REFERENCES

THANK YOU...
