

**Department of Commerce**  
**Faculty of Management Studies and Commerce**  
**University of Jaffna, Sri Lanka**

**Interim Research Presentation – Guidelines and Assessment Criteria**

The Department of Commerce at the University of Jaffna is committed to nurturing a culture of academic excellence, critical inquiry, and rigorous research among its Honours Thesis students. As an integral part of the Honours Thesis journey, the *Interim Research Presentation* functions as a formative assessment point, designed to help students assess and refine their research direction under the guidance of research supervisors and reviewers.

This presentation provides a structured platform for students to:

- **Communicate the progress** they have made in their research project in a clear, organized, and scholarly manner.
- **Engage with academic panel members** to obtain constructive feedback that can strengthen the conceptual and methodological foundation of their study.
- **Reassess and fine-tune the research scope, objectives, and theoretical framework**, thereby ensuring academic rigor before proceeding to the next stages of data collection and analysis.

By participating in this process, students are encouraged to demonstrate their ability to think critically, justify their research choices, and articulate their research ideas with confidence and clarity. Moreover, the interim presentation fosters scholarly dialogue and provides an opportunity for students to reflect on academic feedback and incorporate improvements into their research design. Ultimately, this initiative supports students in building a robust, ethically sound, and theoretically grounded thesis, positioning them for successful completion of their final research project.

The interim presentation will be evaluated based on the following components, each reflecting key elements of scholarly research.

<b>Component</b>	<b>Description</b>
<b>Identification of Research Issue</b>	Clearly identify and articulate a relevant research issue within the chosen academic domain. Emphasize the contemporary significance and potential impact of the issue being investigated.
<b>Problem Statement</b>	Provide a concise and well-formulated problem statement that encapsulates the core issue addressed by your research. This should reflect a clear understanding of the context and challenge being explored.
<b>Objectives of the Study</b>	Clearly state the research objectives. These should be specific, measurable, achievable, relevant, and time-bound (SMART), and aligned with the problem statement and research questions.
<b>Research Questions</b>	Formulate focused and researchable questions that are logically derived from the research problem and objectives. These questions should guide the methodology and analysis.
<b>Literature Review and Identification of Knowledge Gaps</b>	Present a well-structured and critical review of relevant literature. Highlight existing theoretical debates, empirical findings, and gaps in knowledge especially those related to your study's context.
<b>Conceptual Framework / Qualitative Orientation</b>	<p>Develop and visually present a conceptual framework grounded in reviewed literature.</p> <ul style="list-style-type: none"> <li>• For quantitative studies, outline the key constructs/variables and the hypothesized relationships among them. This includes both primary survey-based and secondary panel data-driven studies.</li> <li>• For qualitative studies, provide a thematic or conceptual outline reflecting key concepts and perspectives.</li> </ul>
<b>Research Design and Philosophical Paradigm</b>	Justify your chosen research paradigm (e.g., positivism, interpretivism, pragmatism) and methodology. Ensure consistency between research questions, philosophy, and method
<b>Population and Sampling</b>	Describe your target population and the sampling design. Justify the sampling method (probability or non-probability), selection criteria, and proposed sample size
<b>Data Collection Approach</b>	<p>Explain how you intend to collect your data:</p> <ul style="list-style-type: none"> <li>• For quantitative survey-based studies, describe the design and structure of your questionnaire/instrument.</li> <li>• For quantitative studies using secondary data (e.g., panel data), specify data sources and time frame, and variables.</li> </ul>

	<ul style="list-style-type: none"> <li>For qualitative studies, elaborate on your data collection tools such as interview protocols, focus group guides, or observational strategies.</li> </ul>
<b>Analytical Procedures</b>	<p>Detail your proposed data analysis techniques:</p> <ul style="list-style-type: none"> <li>Quantitative approaches may include panel data analysis, regression, structural equation modeling (SEM), etc.</li> <li>Qualitative approaches may include thematic analysis, coding strategies, or grounded theory analysis. Ensure alignment with your research objectives.</li> </ul>
<b>Structure, Clarity, and Communication Style</b>	<ul style="list-style-type: none"> <li>Deliver a structured and coherent presentation that demonstrates academic professionalism.</li> <li>Use clear and concise language, maintain a logical progression of ideas, and support your points with well-designed visual aids such as slides, diagrams, and tables.</li> <li>Confidence in delivery, clarity of expression, and effective time management are essential to a successful presentation.</li> </ul>
<b>Q&amp;A Session and Response to Feedback</b>	<ul style="list-style-type: none"> <li>Demonstrate the ability to critically reflect on, respond to, and engage with questions and feedback from the academic panel.</li> <li>Show openness to suggestions and an understanding of your research domain.</li> </ul>