LUND UNIVERSITY
School of Economics and Management

Master's Programme in [xxx]

[Title]

[Subtitle]

by

[Author's full name and emailaddress]

Abstract (The Abstract is a short summary of what your thesis is about. It accurately reflects the content of the thesis providing information about the research problem, research aims, methods and procedures, results and implications. It is a short section. Abstracts give readers the opportunity to quickly see the main contents of the paper and enable them to decide whether the paper is of particular interest to their needs. This section will be one of the last sections that you write. No subheadings are used in an abstract.)

Acknowledgements

It is usual, but not compulsory, to thank those who have been of particular help to you in completing the thesis.

Contents

List of Figures

List of Tables

1

Introduction

(The Introduction chapter should contain background information as appropriate, plus definitions of all special and general terms. Your topic should be: clearly stated and defined; have a clear overall purpose; and have clear, relevant and coherent aims and objectives. It is also informative to give a brief description of the contents of the remaining chapters of the thesis. This alerts the reader and prepares them for the rest of the thesis.)

1.1   Research Problem

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1.1.1   Chapter Subheading

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1.2   Aim and Scope

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1.3   Outline of the Thesis

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2

Theory

2.1 Previous Research

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2.2 Theoretical Approach

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3

Data

This Chapter should demonstrate that you have conducted a thorough and critical investigation of relevant sources. Apart from a presentation of the sources of your data, this chapter allows you to critically discuss the data (whatever these data are, 'quantitative' or 'qualitative', primary or secondary), which is proof of good research. You can even do good research with poor data but you must demonstrate that you are aware of the data quality and accordingly are careful in your interpretations. Essentially, there are three aspects to consider:

1. Reliability, which, for example, could depend on whether they are estimates or more direct evidence;

2. Representativity, which is about how typical the data are; for example, you may have arguments why the very few cases are typical or you may carry out statistical tests;

3. Validity, which is about the relevance of the data for your case. Strictly speaking, sometimes no valid data are available but one may argue that there are other data which could be used as 'proxies'.)

3.1   Source Material

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4

Methods

In this Chapter, you present in more concrete terms the method(s) you are going to apply. And as always in research, it is good to demonstrate awareness of the weaknesses or limitations of the method you use. It makes no difference if you work with interviews, econometric models, or a comprehensive analysis of data from various sources. Transparency should be the guideline: make it possible for your readers to follow, or even repeat, your analysis!

4.1   The Approach [or Model]

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5

Empirical Analysis

This chapter covers three areas: analysis of the data; discussion of the results of the analysis; and how your findings relate to the literature. The analysis of the data can be discussed here but the details of any analysis, such as statistical calculations, should be shown in the appendices. You should present any discussion clearly and logically and it should be relevant to your research questions/hypotheses or aims and objectives. Insert any tables or figures that you decide are important in a relevant part of the text not in the appendices, and discuss them fully. Make sure that you relate the findings of your primary research to your literature review. You can do this by comparison: discussing similarities and particularly differences. If you think your findings have confirmed some literature findings, say so and say why. If you think your findings are at variance with the literature, say so and say why.

5.1 Results

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When placing tables (table 5.1) within the body of the text, the citation is placed above the table.

Table 5.1: The economic argument (XKDC, 2015)

CRAZY PHENOMENON	IF IT WORKED, COMPANIES WOULD BE USING IT TO MAKE A KILLING IN...	ARE THEY?
REMOTE VIEWING	OIL PROSPECTING	
DOWSING		
AURAS	HEALTH CARE COST REDUCTION	
HOMEOPATHY		
REMOTE PRAYER		
ASTROLOGY	FINANCIAL/BUSINESS PLANNING	
TAROT		
CRYSTAL ENERGY	REGULAR ENERGY	
CURSES, HEXES	THE MILITARY	
RELATIVITY	GPS DEVICES	✓
QUANTUM ELECTRODYNAMICS	SEMICONDUCTOR CIRCUIT DESIGN	✓

EVENTUALLY, ARGUING THAT THESE THINGS WORK MEANS ARGUING THAT MODERN CAPITALISM ISN'T *THAT* RUTHLESSLY PROFIT-FOCUSED.

5.2   Discussion

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When placing figures (illustrations, pictures, graphs, diagrams, charts, maps etc.) within the body of the text, the citation is placed below the figure (figure 5.1)
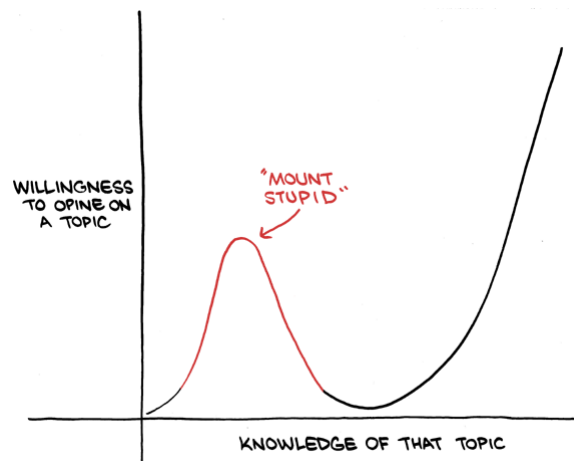
Figure 5.1: Dunning–Kruger effect (Weinersmith, 2011)

6

Conclusion

State the main conclusions of your study. State explicitly how and to what extent you have fulfilled your aims and objectives/answered your research questions/proved your hypotheses (whichever is appropriate). Your conclusions should follow logically from your findings and not contain any new material.

6.1 Research Aims

6.2 Research Objectives

6.3 Practical Implications

6.4 Future Research

6.5 Chapter Summary

Bibliography

Z. Weinersmith. Dunnin kruger effect. Web page, 2011. URL http://www.smbc-comics.com/?id=2475. Accessed 2017/01/25.

XKDC. The economic argument. Web page, 2015. URL https://xkcd.com/808. Accessed 2017/01/25.

Refer to LUSEM's Harvard referencing guidelines in the Teaching and Learning platform. Lusem.lu.se/asks

Appendix A

(Appendix A title)

The final sections of your thesis are the appendices. Each appendix should be lettered (A, B, etc.,) and should consist of detailed information that is interesting but not essential to the main thrust of your findings section.

The appendices should be in the order that they are referred to in the main text. For instance, if Appendix A refers to something on page 25 and Appendix B refers to something on page 15, the appendices need to be re-lettered. This inconsistency occurs when text is moved around or inserted.)

Appendix B

(Appendix B title)