



TITLE.....

NAME
ID

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2024**



TITLE.....

NAME

This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor.....

(Dr. XXXXXX)

Date:/...../.....

.....
(Associate Professor Dr. Jomphonng Mongkhonvanit)
Dean, Graduate School of Business

Date...../...../.....

Title: Title.....
Researcher: Name
Degree: Master of Business Administration
Major: International Business Management

Advisor:
(Dr. XXXXXX)
...../...../.....

ABSTRACT

Write a brief summary of your research paper, usually a paragraph of about 250-350 words. Include the following:

Introduction: the background or context of the topic (two-three sentences)

Objectives: Objectives should be stated in to-infinitive sentences. They should be clear and concise. All dependent variables can be included in the same sentence to avoid repetition.

Methods: the research type and method that you used, the population of the study and how you chose the sample, the instrument, data collection and data analysis. (Use the past simple tense.)

Findings: summarize the main results of your study that will allow the reader to understand your conclusion.

Conclusion: What is your answer to the problem or question? If your aim was to solve a practical problem, include recommendations for implementation. (Conclusion is usually written in the present simple tense.)

Keywords: Keyword selection should be no less than three and no more than ten. Write in small letters, except proper nouns. Separate keywords with a comma and space. Use the same font, spacing, and page placement as the abstract.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for his invaluable guidance, support, and encouragement throughout my Independent Study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

DECLARATION

I, **XXXXX** , hereby declare that this Independent Study entitled “.....” is an original work and has never been submitted to any academic institution for a degree.

(XXXX)

Feb 20, 2023

CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT.....	II
DECLARATION.....	III
CONTENTS	IV
LIST OF TABLES.....	VI
LIST OF FIGURES	VII
Chapter 1 Introduction.....	1
1.1 Background of the Study	1
1.2 Questions of the Study	1
1.3 Objectives of the Study	1
1.4 Scope of the Study	1
1.5 Significance of the Study	1
1.6 Definition of Key Terms.....	1
Chapter 2 Literature Review.....	2
2.1 Heaeding	2
2.2 Heading	2
2.3 Heading	2
2.4 Heading	2
2.5 Heading	2
2.6 Conceptual Framework.....	2
Chapter 3 Research Methodology.....	3
3.1 Research Design.....	3
3.2 Population and Sample	3
3.3 Hypothesis (for Quantitative Research).....	3
3.4 Research Instrument.....	3
3.5 Reliability and Validity Analysis of the Scale.....	4
3.6 Data Collection.....	4
3.7 Data Analysis	4

Chapter 4 Findings and Discussion	5
4.1 Findings	5
4.1.1 Demographic Characteristics of Respondents/Participants	5
4.1.2 Heading	5
4.1.3 Heading	6
4.2 Discussion	6
4.2.1 Heading.....	6
4.2.2 Heading	7
Chapter 5 Conclusion and Recommendation	7
5.1 Conclusion	7
5.2 Recommendation	7
5.3 Further Study	7
References	7
Appendix	8

LIST OF TABLES

Table 1.1 Title	5
Table 1.2 Title	9
Table 2.1 Title	12
Table 3.1 Title	22
Table 3.2 Title	27
Table 3.3 Title	28
Table 4.1 Title	34
Table 4.2 Title	37
Table 4.3 Title	39
Table 4.4 Title	41

Ex. Table 1.1 Higher Education Institutions in Western Region

Table 3.1 Measurement Items and Sources

LIST OF FIGURES

Figure 1.1 Title	2
Figure 1.2 Title	2
Figure 1.3 Title	3
Figure 1.4 Title	3
Figure 1.5 Title	4
Figure 2.1 Title	15
Figure 2.2 Title	17
Figure 2.3 Title	19

Ex. Figure 4.1 Path Diagram

Chapter 1 Introduction

1.1 Background of the Study

1.2 Questions of the Study

1.3 Objectives of the Study

1.4 Scope of the Study

1.5 Significance of the Study

1.6 Definition of Key Terms

- Give the operational definitions of important terms, key words and concepts stated in your objectives, hypotheses and research questions that are understandable to readers who are not familiar with your field of investigation. Define terms in the context where they will be used or how they will be measured. If you are using the definitions of an authoritative source, cite the source of the definition.

Chapter 2 Literature Review

The introduction paragraph of Chapter II describes the organization of the chapter and the sections and subsections included in the chapter. Since the chapter is quite long, it is advisable to arrange information logically into sections and subsections to have a smooth flow and transitions for easy reading in the body part. Use different levels of headings to reflect the outline and organization of the chapter.

2.1 Heading

2.2 Heading

2.3 Heading

2.4 Heading

2.5 Heading

2.6 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

- Research Type: Quantitative research or Qualitative research
- Research Methods:
 - Quantitative research methods: questionnaire survey with close questions or rating scale, controlled observation, experiment
 - Qualitative research methods: observation, interview, focus group, documentary research, questionnaire survey with open-ended questions, audio and video recordings
 - Mixed research methods

3.2 Population and Sample

- Describe the population: who, where, when, how many
- Explain how you got the number of sample and specify the number
- Explain the sampling method used in the study

3.3 Hypothesis (for Quantitative Research)

3.4 Research Instrument

- The instrument(s) that was used to collect data e.g. questionnaire, interview, the variables to be measured, and the structure of the instrument.
- The variables to be measured, which should have theoretical support and should be observable /measureable.
- The structure of the instrument
- Recording mode: rating scale, check list, score of correct answer, or description, etc.
- Measurement items

3.5 Reliability and Validity Analysis of the Scale

3.6 Data Collection/Sources of Data (for Qualitative Research)

- Information commonly included in this section are timeline involved in collecting the data, what materials were distributed (e.g. questionnaire), how the materials were distributed (online platform or e-mailed) to each respondent, how they were collected, how many were returned, the number of valid responses, etc.

3.7 Data Analysis

- Descriptive statistics: means, standard deviation, frequency, and percentage.
- Inferential statistics: chi-square, *t-test*, Analysis of Variance (ANOVA) and correlation coefficients, etc.
- Qualitative data analysis: content analysis, historical analysis, comparative analysis, etc.

Note: The Headings and details of this Chapter can be adjusted/changed according to the research design.

Writing Guide

- Use the past tense to talk about what you did. You will generally find the passive voice used when describing the actions of the researchers, but it is okay to mix passive and active voice to make your paper clearer and more readable. Example: *“The results were analyzed using inferential statistics.”*
- Use the present tense to describe the instrument’s structure (variables, questions, rating scale, measuring items, etc.), to refer to or explain diagrams, tables, and charts. Example: *“Table 7 shows the results of the first test. /The results of the first test are displayed in Table 7.”*

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents/Participants

4.1.2

4.1.3

4.2 Discussion.....

4.2.1

4.2.2

- Interpretation of the findings
- Relationship of the findings to previous research
- Explain unexpected results

Note: The headings of this Chapter can be adjusted/changed in accordance with the research objectives and analysis.

Writing Guide

Use the present tense to describe the information in the tables or in the figures, to interpret data and discuss the findings.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

- Statement of the objectives: Restate the problem briefly. Avoid phrasing it identically to how it appeared in the Introduction.
- Summary of methodology (Use the past tense)
- Summary of the results
- Report the key findings of the study not the detailed results. Clearly express the answers to the research questions you investigated.

5.2 Recommendation

- Use the present tense to apply findings, and state implication.

5.3 Further Study

- Use modal auxiliary e.g. may, should, etc. to discuss or suggest further research.

References

APA 7th

Appendix