

# Future Business Leaders Committed to Changing the World for the Better

## HOW TO DEVELOP A BUSINESS RESEARCH TOPIC

Please be advised: Your research topic should be more than one word. Provide a well thought out sentence that specifies your interest in a subject.

To specify your subject, ask **Who, What, When, Where** or **Why** to develop a research topic.

### USE ONE OR MORE APPROACHES BELOW TO FORM A RESEARCH TOPIC.

- **WHO? Demographic:** Narrow your study by type of company, industry, investor, customer, or consumer or by age, gender, occupation, etc. For example, on the subject of behavioral finance, you may be interested in examining the investment preferences of angel investors vs venture capitalists for woman-owned tech start-ups.
- **WHEN? Time frame:** Define the period under consideration. For example, on a subject in marketing, contrast public attitudes on product placement in television shows in the 1990's versus the 2000's.
- **WHERE? Geographical unit:** Depending on the objectives of your study, a geographical analysis may yield the most useful findings. For example, if your subject concerns energy, investigate LEED standards adoption in North Carolina.
- **WHAT? Characteristics:** If a particular part or feature of your study stands out, focus on the significance of this component to your subject. For example, if your subject is sports branding, investigate trends in branding among female sports teams.
- **HOW? Empirical:** Companies often make decisions about process changes or product creation based on previously collected data on similar products. For example, you can conduct an empirical study using financial data to compare the financial performance of various nonprofits to the academic background and work histories of their CEOs /executive directors.
- **WHY? Theoretical:** A theory is an idea or set of ideas that explains why something happened or will happen. For example, you can apply decision theory to understand investment decisions about renewable energy infrastructure in Charlotte versus Wilmington, North Carolina.