How to Write GMBA Thesis?

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Andy Guo (Vice President and Dean)

- PhD, Mechanical Eng, MIT
- MBA, San Jose State University
- Research Staff, National Semiconductor
- Excellent Teaching Awards, NTU
- Best Paper Award, Journal of Management
- Distinguished Professor, NTU
- Excellent Mentor Award, NTU

Main Topics

- Supply Chain Management
- Innovation Management
- Service Management
- Business Model and Industrial Analysis

Research Methods

- Statistical Analysis and Models
- Qualitative Case Analysis
- Questionnaire analysis

Thesis Stages

- Advisor finding
- Topic selection
- Thesis outline
- Literature review
- Research framework
- Data analysis and model building
- Thesis writing
- Oral exam

Advisor Finding

- Check the opinions of the past students
- Read the past students’ theses
- Choose the one that matches your expectation
  - Domain of expertise is less important than personality
  - Don’t choose one that only signs in your thesis but never adds values in contents
- Set up mutual agreement
How to choose a research topic?

- **Significance**
  - important issue
  - innovation on ideas

- **Theory**
  - scientific process
  - data analysis, math, validation based on management theory

- **Feasibility**
  - reasonable timeframe and scope
  - technical background
  - data availability

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Advised Thesis Samples

- The Display Industry and the Declining Demand of Optical Film – A Case Study of Company J (2017)
- WeChat Public Platform Analysis on Business Model and Competitive Forces – Taking Nutrip as an Example (2016)

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Topic Selection

- Never choose a topic that has nothing to do with your past work experiences
- Never choose a topic that is based on future development or prediction instead of being existed already
- Never choose a topic using methodology or quantitative model beyond your capability

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Advised Thesis Samples

- The Transformation of an ODM Company into an Eco Company – A Case Study of Delta Electronics (2018)