

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

### HOW TO DEVELOP A BUSINESS RESEARCH QUESTION

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

To add specificity to your question, address **Who, What, When, Where** or **Why**. Review these notes to formulate your question.

#### USE ONE OR MORE OF THESE APPROACHES TO FORM A RESEARCH QUESTION

**WHO? Demographic:** Narrow your question by type of company, industry, investor, consumer, or by age, gender, occupation, etc. For example, if you are interested in 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, if your question is related to marketing, you can choose to contrast public attitudes on product placement in the Super Bowl in the 1990's versus the 2020's.

**WHERE? Geographical unit:** Depending on the objectives of your study, a geographical analysis may yield the most useful findings. For example, if your questions concerns solar energy, you could investigate LEED standards adoption in North Carolina.

**WHAT? Characteristics:** If a particular part or feature of your topic stands out, focus on the significance of that in your question. For example, if your topic is sports branding, investigate branding trends among U.S. professional female soccer teams.