

Writing a Dissertation/Thesis

Annie.cornet@uliege.be, professeure Hec ULiege



Plan

1. Goals/ research question / research- projet thesis
2. Plan of the thesis
3. Litterature review
4. Variables and hypothesis
5. Methodology
 1. Sample
 2. Quantitative survey
 3. Qualitative survey



1. Aims of the thesis

- Carrying out applied or scientific research on a subject related to the management of companies and organizations
- Research process:
 - answer one or more questions
 - seek the answer based on scientific literature and empirical data
- Managerial motivation: give managers tools in terms of analysis and action.
- Critical thinking from the prescribed model, the data



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1. Research objectives/ type of research / questions

Goals	Type of research	Questions
• Describe	• Descriptive research	• What?
• Understand	• Comprehensive research	• How ?
• Explain	• Explicative research	• Why?
• Evaluate	• Evaluative research	• Impacts?
• Change	• Action research	• What to do?



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1. Exemple

- Subject: Working conditions in companies in Luxembourg
- Questions?
 - Which sector is the most interesting to study? Why?
 - What do we know about working conditions in this country/sector? (descriptive)
 - How workers manage worklife balance ?
 - Which factors influence his working conditions (individual, organizational, societal)? (explanatory)
 - What are the impacts of working conditions on staff satisfaction? (evaluation)
 - What are the practices to improve working conditions?
 - What about improvement proposals?

1. Research questions

- In addition to the subject, you must answer questions related to your subject in your thesis... questions that will become clearer as you review your literature.
- The qualities of relevance:
 - innovative
 - scientific
 - precise
 - concisely
 - realistic
- Beyond description:
 - understand, explain, evaluate.

1. Project thesis (mémoire-projet)

- See <http://mythin.hec.ulg.ac.be/info.php>
- Starting point = mission defined by the company
- Research questions: consensus between student-school-company.
- The "theory" is often diluted throughout the thesis and comes to "feed" each stage of work by providing a rigorous analysis to avoid intuition and steps like "I feel that this is what 'we have to do' without trying to verify it.
- The aspects: scientific rigor, analyses, going beyond "simple" answers are essential.
- "Writing Standards for the Project Thesis Memory Report" on Lol @

1. Evaluative research – project thesis

- start-up assessment: needs analysis - feasibility study
- evaluation during implementation: process analysis
- evaluation after intervention: impacts, expected and unexpected effects

1. Thesis Project Study of needs and feasibility

- What?
 - Needs study / Cost analysis
 - Assessment of the necessary means: financial but also human and technological
 - Analysis of contextual factors that can facilitate or prevent implementation (PHESTEL)
 - Identification of stakeholders
 - Study of the realism of the objectives
 - Planning analysis
- How?
 - Literature review: successes and failures
 - Other companies or players with similar experiences (benchmarking)
 - Interviews / questionnaire / etc.



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1. Thesis Project Evaluation of the process

- Process-centric analysis
 - how?
 - With whom ?
 - With what resources?
 - Project management methodology
- With or without the objective of interacting with this process (action research), modifying it according to the results of the evaluation.



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1. Thesis Project : Evaluation posteriori

- Have the objectives been reached (target achievement scale)?
- What are the results (Effectiveness) / impact analysis?
 - Expected
 - Not expected
- Are the means mobilized effective (efficiency): human, financial, technical resources.
- Is the support successful (change management)?

2. Plan of thesis

- Introduction (research objectives and questions, explanation of the interest of the managerial and scientific subject, plan and methodology, main results)
- The theoretical part = construction of the problem (1/2 of the dissertation):
 - What do we know about the subject (literature review):
 - Managerial / scientific
 - Definitions of concepts
 - What more do you propose to bring?
 - Refined research questions with literature review and hypotheses
 - Analysis grid, models and theories to be used
- The empirical part (1/2 of the thesis)
 - Presentation of the methodology (sample, data collection and analysis method)
 - Presentation of the results
- Discussion = data compared with literature review
- Conclusions and action plan

3. Construct the problematic

- Explain what you are trying to explain and what managerial and scientific challenges
- Comparison of different theories and research results
- Identify different points of view, different currents
 - Ex: research on Africa: universalist / culturalism
- Identify the concepts:
 - Ex: organizational culture (Hofstede, Schein)
- Identify the different presuppositions
 - Ex: HRM who relies on the fact that the man wants to work / versus the man is lazy and it is the control that will make him work
- Choice of its theoretical model
 - Ex: Pichault's theory of change (2016) / SWOT (Porter) / organizational configuration (Mintzberg) / HRM model in the DRC (Sem, Mbayo, Cornet, 2016)

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3. Epistemology

- Aims to clarify the concept of knowledge on which the research work will be based and the expected value of the knowledge that will be developed.
- 3 main options:
 - Positivism: explaining reality from facts, laws of cause and effect, measurable and objectifiable.
 - Interpretativism / contextualism: analyze the game of actors / power and domination relationship
 - Constructivism: understanding the meaning that actors give to their actions - process of construction and deconstruction of reality

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3. Literature Review

- Draw up a state of knowledge on the subject using **the most recent** references
- Identify the authors, theories and key concepts
- How?
 - Identification and reading:
 - Managerial book and reading (what we must do !)
 - Scientific articles and books (what people are doing!)
- Synthesis (see Watson article): not a patchwork but compare, synthesize
- Definition of the concepts that will be used in the thesis
- **Beware of total or partial plagia! - references of any document used (author name, date) and page number if using a sentence or a piece of a sentence**

3. Scientific / managerial literature

- For the scientific part (from database like Ebsco/ Cairn – cf Library website):
 - Books (very few)
 - Mostly scientific articles in French and English
 - Working paper, research reports (gray literature), conference proceedings
 - Your courses and references given in these courses.
- Managerial literature = "what to do" - be cautious
 - It may be a starting point but formulated in the form of the conditional - "according to X., the entrepreneur should..."
 - But it must quickly be put into perspective in light of the scientific studies that have been done on the same subject "X. who studied the behavior of entrepreneurs, show that..."

3. A scientific article

- A scientific article is an article written by (a) scientist(s) (professors, researchers, ...) in a scientific journal. A list of scientific journals in management is available on [the website of hec](#) and on [the library website](#).
- A scientific article generally reports on research work:
 - a literature review: an analysis as comprehensive as possible of knowledge on a subject through a comprehensive analysis of published work on the subject.
 - an empirical article: the authors report the results of their research in the field i.e. their method of work, the results of their research (s), and discuss the results.
- Always with a bibliography !

3. How to make a literature review

- Identify the main concept, collect different definitions with good references
- Choose the most recent articles
- Look at theories and authors who are often cited
- Look at and read it – go to the sources
- Identify the different theories and the nature of the arguments
- Compare and contrast them
- Synthesis (cf article Watson): not a patchwork but compare, synthesize – create tables
 - Vertical: author by author, what each author says on a subject (not very interesting)
 - Horizontal: what each author says about a dimension of the theme and/or concept
 - Compare it to others to see similarities, oppositions and different opinions.
 - Evaluate strengths and weakness

3. Literature review

- Draw up a state of knowledge on the subject using the **most recent** references
 - If connecting outside the university – use <https://vpn.gw.ulg.ac.be/>
 - [Use the databases of ULiège](#) (Graulich Library Website): Cairn (Français) / Ebsco – business premier (English)
 - **Made a test before the exam with you resarch subject**
 - List of database Hec – see lola website (more about data than review)
- Identify main authors, theories and key concepts (definition)
- Voir <http://mythin.hec.ulg.ac.be/docs/InformationLiteracyFR.pdf>

3. Bibliography database

- Look for the manual of databases (on web site of library or google)
- /to view them from home - download VPN software from the SEGI website.
- Paying access if you don't use your IP university
- Content of bibliographic databases
 - complete references
 - abstract (abstract)
 - keywords (keyword)
 - sometimes the full text (not always)
 - You can save on your computer the full text and summary
- Look at [the referentiel of good review in management of Hec](#) – at the end of the report p.70

3. Use search fields as keywords or topic

- Subject Terms:
 - Female employees
 - Career advancement
 - Parity
 - Human resource management
 - Many companies
 - Corporate culture
 - Human resource management
 - Sex discrimination
 - Executives
 - Employee promotions
 - Compensation
 - Women
- Codes:
 - 9190: US
 - 6100: Human resource planning
- Geographic Names:
 - USAbstract

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3. Concepts, conceptual framework and theory

- Identify key concepts – source + page « » and the indicators
 - Ex: culture / performance / satisfaction / stress / audit interne
- Identify one or two theories you will use to analyse the data.
- A theory is a model proposed in literature to explain relations between variables
 - Theory of organisational configurations (Mintzberg)
 - Theory of demand, money and interest rate (in economics)
 - Theory of transaction costs
 - Maslow motivation theory
- Important: mathematical analysis models used in articles to analyse data are not theories! These are data analysis tools.

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3. Synthesis of literature

- Identify the key concepts, the different definitions proposed, their common points and specificities and choose the good definition of the concept (ex: performance, KPY, audit , e-commerce, etc.)
- Make tables: author name, article title, references
 - each line = an article name author, date
 - Each column: the contribution of the article
 - Theories used - Reference authors
 - Methodology (sample - size - country, collection tools, analysis tool)
 - Assumptions, variables, indicators
 - Key Findings
 - For example: see article Watson on Iola website Webster, J, Watson R., Analyzing the Past to Prepare for the Future: Writing a Literature Review. (2002). MIS Quarterly, 26(2), xiii–xxiii.

3. Bibliography ([voir site biblio](#))

- **Books** - Tartempion, J. (2012). *Les fondements de la psychologie scientifique* (A. Durand & B. Dupont, Trans.). Liège, Belgique: Presses de Psychologie Universitaire. (Original work published 2010)
- **Chapter of book**: Posner, M., & Snyder, C. R. R. (1975). Facilitation and inhibition in the processing of signals. In P. M. A. Rabbit & S. Dornic (Eds.), *Attention and performance: Vol. 5. Biological aspects* (pp. 669-682). New York, NY: Academic Press.
- **Articles**: Brackenbury, T., Burroughs, E., & Hewitt, L. E. (2008). A qualitative examination of current guidelines for evidence-based practice in child language intervention. *Language, Speech, and Hearing Services in Schools*, 39, 78-88. doi: 10.1044/0161-1461(2008/008)
- **Proceedings**: Thumin, F. J., Craddick, R. A., & Barclay, A. G. (1973). Meaning and compatibility of a proposed corporate name and symbol. *Proceedings of the 81st Annual Convention of the American Psychological Association*, 8, 835-836.
- **Website**: Benton Foundation. (1988, July 7). *Barriers to closing the gap: In Losing ground bit by bit: Low-income communities in the information age (chap 2)*. Retrieved from <http://www.benton.org/Library/Low-Income/two.html> Consulted date (23/12/2919)

3. Bibliographie (attention plagiat)

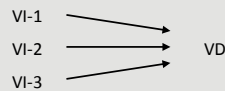
- In ideas of the authors (auteurs, date)
- If text of the authors (auteurs, date, page)
- At the end of your thesis bibliography in alphabetical order, you can do:
 - Books
 - Articles
 - Proceedings
 - Website
- Software to manage the biblio – voir logiciel gratuit [Zotero](#) ou [Mendeley](#)
- [Manuel](http://www.bsv.ulg.ac.be/formulaires/bibliographie/Mendeley.v1.3.pdf) <http://www.bsv.ulg.ac.be/formulaires/bibliographie/Mendeley.v1.3.pdf>

4. Variables- hypothèses

- Define the key concepts used and how they will be operationalized and measured:
 - E.g. corporate culture/performance/success/satisfaction/stress
- Define the variables:
 - Dependent (VD) = what we want to explain
 - Independent (VI)= what is supposed to influence the dependent variable.
- Hypotheses: supposed link between two or more variables that will be tested
 - E.g. bankruptcy (DV) is higher for women than for men (VI = sex) in the restaurant sector
 - E.g. the existence of regulations on waste recycling (VI) will increase the recycling rate of household appliance companies (VD)

Variables and indicators

- Dependent variable = variable to explain
- Independent variables = explanatory variables



- Each variable is measured with indicators that define the categories of variables (e.g. gender H/F category)
- You must explain what are your indicators = elements used to measure the variable
- In a hypothesis we anticipate a relation of cause and effect (increases, decreases, etc.) Ex: sex influence the grade of the student

Hypothesis

- The hypothesis consists in predicting the effect of the factor(s) (independent variables) (VI) on the studied variable (DV) by the researcher.
- It is a prediction of connecting two variables.
- It will always be expressed in the form "such variable has such effect on such variable ».
- This prediction can be born from observation, from previously collected data, or from a theory that it will attempt to validate.
- Hypotheses that are too vague or too general will obviously not be able to generate operational assumptions.

4. Indicators

- The social origin of entrepreneurs (VI)
 - Category 1 - working class
 - Category 2 - middle class
 - Category 3 - upper class
 - Indicators: father's profession
- Influence the performance of the firm (VD)
- C1 – low performance
- C2 – middle performance
- C3 – high performance

Empirical part

- Any brief or TFE must be based on empirical data (= what is really happening in the field).
- Observations must reflect the diversity of reality (generalization of the sample and principle of diversification of the sample)
- You must explain:
 - The empirical data (the facts!) That we will need to deal with the problem (population and sample)
 - How you will bring them together (data collection techniques)
 - Which analysis and interpretation techniques will be the most relevant?
 - The limits of your study / sample size etc.

Deductive / Inductive

- The deduction, starting from a **theory** established a priori, formulates **hypotheses** on what one thinks to find on the ground and one checks that the events confirm or invalidate our anticipations. Deduction is possible only when the theoretical corpus is already fairly well structured in a field of research.

- Induction starts **from the empirical observation of facts or events** in order to identify the regularities that will serve to establish statements that can be transformed into laws. Often the inductive approach is used to document and describe phenomena and relationships between certain variables when we do not have a theory that can guide us.

Method

	Qualitative	Quantitative
Looking	Observation of limited situation (exemplarity)	Observation of a great number of situations (statistical representativity)
Asking	Interview/ focus group	survey
Content analysis	Site web/ press /PV meeting	Documents- statistical data and report /database
Participate	Observation-participante / recherche-action/ mémoire projet	Action research/ evaluative research

Quantitative or qualitative

- The quantitative approach uses questionnaires, database analysis and document analysis and requires sufficient observations to be able to perform statistical processing to establish the validity and reliability of the results.
- The qualitative approach uses data collection techniques that include interview, case study, participant or non-participant observation, life history (biographical method), text analysis.

Factors influencing the choice for information gathering tools

- Previous research done in the field
- Objectives of the research (understand, describe...)
- Choice of variables
- Opinions or authorizations of persons concerned by the proposed investigation
- Time, budget and staffing constraints

Formel rules

- Give number to all table, figure, graph
- If you put % give also the N (= population)
- Put always title of lign/ colom/ absiss of graph
- Give a title for all tables, figure, graph
- Give always a comment after tables, figure, graph

Advise

- Triangulation of methods: combining questionnaire surveys with interviews or interviews and observations
- Diversification of information collected:
 - Not just judgments and opinions: "what do you think of? (Favorable, unfavorable/agree, disagree)"
 - But also and above all facts and behaviors (actions).
- Do not forget that data collection always takes a lot of time including negotiating access to data - include it in the planning!

Validity of research

- Internal validity = relevance of indicators and measures in relation to the studied concept
 - Ex: quality and relevance of the indicators chosen to evaluate the performance of a company, to assess underemployment, to assess entrepreneurship, job satisfaction
- External validity: specify to which population and under what conditions the results can be generalized.
 - statistical generalization (quantitative research)
 - analytical generalization (qualitative research)

Validity of research

- Reliability/reproducibility
 - Ensure that the repetition of the research procedures would produce the same results and conclusions (record interviews and transcribe in full, keep track of all stages of the statistical analysis, work with others on the analysis of the results, etc.)
 - Minimize errors and biases that may arise throughout the collection, analysis, interpretation
 - Give all the necessary information to see if there are comparable results
- Objectivity/controlled subjectivity

BDD data Hec

- Capital IQ is the research division of Standard and Poor's. It provides detailed research and analysis of the stock market to a variety of investing stakeholders. It combines deep and broad global financial intelligence with an array of tools for analysis, ideation, and efficiency.

Access only possible on some computers @ **room 233** (trading room).

Link: <http://www.capitaliq.com> Contact: maxime.ledent@uliege.be

- Thomson Reuters Eikon combines information, analytics and news on all major financial markets, including economic time series and macro forecasts, pricing data, global financial news and commentary, company data and analysis, financial estimates, M&A transactions and valuation ratios.

Access include Thomson Reuters' **DataStream** (world's most comprehensive financial time series database), **ESG** (quality environmental, social, and governance data on companies worldwide for scoring and ranking), **I/B/E/S** (global view of analyst forecasts on company performance) and **Lipper** (fund performance data).

Access possible via website (see below). Desktop access @ **room 233** (trading room). **User ID:** datafinance_student2@uliege.be **Password:** ek.s2_2019

Link: <http://eikon.thomsonreuters.com> Contact: maxime.ledent@uliege.be



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BDD data Hec

- Preqin provides access to the industry's most comprehensive private capital and hedge fund data sets and tools. Alternative asset professionals rely on it to make data-driven decisions throughout the entire investment lifecycle. HEC access is restricted to the private equity data set, widely used across literature on private equity.

Access possible via website (<https://www.preqin.com/signin/homepage>) . **User ID:** datafinance_student2@uliege.be

Password: pq.s2_2019

Link: <http://www.preqin.com> Contact: maxime.ledent@uliege.be

- Eurekahedge is the world's largest global hedge fund database, covering approximately 25,000 live hedge funds (including approximately 12,500 North American funds and 12,250 European funds, as well as Asian, Latin American and emerging market funds) with more than 130 data points per fund.

- Access only possible on main computer @ **room 233** (trading room).

- Link: <http://www.eurekahedge.com> Contact: maxime.ledent@uliege.be



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BDD data Hec

- BoardEx contains more than 1.8 million profiles of public, private and non-for-profit organizations and more than 1.2 million people. Data details include current and historic roles (with start and end dates) for board positions, employment and education. HEC access is restricted to the US.

Access not possible via website.

Please **send a request** to the contact person (see below).

Link: <http://www.boardex.com> Contact: maxime.ledent@uliege.be

- OptionMetrics is the industry's leader in historical option price data. Common applications of the data include researching correlations in volatility across underlying stocks, computing statistical properties of the volatility surface, calculating skew and term structures, and dispersion and variance swaps trading, for example. HEC access is restricted to the US.

Access not possible via website.

Please **send a request** to the contact person (see below).



BDD data Hec

- Morningstar is a leading investment research firm that compiles and analyzes fund, stock, and general market data. Their comprehensive, one-page mutual and exchange-traded fund (ETF) reports are widely used by investors to determine the investment quality of the more than 2,000 funds.
- Access only possible on main computer @ **room 233** (trading room).
- Link: <http://www.morningstar.com> Contact: maxime.ledent@uliege.be



Sample = external validity to present and justify in the thesis

- It is a question of selecting sources of information while taking care of collecting data:
 - relevant and representative
 - for the entire situation observed.
- What will be the unit of analysis:
 - People
 - Facts, behaviors...
- How to choose? How much ?
 - Quantitative sample/qualitative sample (not justified in the same way!)

Where, When

- Set geographic and spatial boundaries
 - E.g. computer company (= sector) of less than 50 people (= size) of Liège (= geographical coverage)
- Delimit the time limits of the period to be covered
 - E.g. analysis of the benefits over the last 5 years
- The quality of the research, the relevance of the results and their significance depend largely on the quality of the sample
 - important to choose the right sample and justify it.

Exploratory phase

- Meet some people who know you subject;
- Become familiar with the research subject (read press articles);
- Become familiar with the survey environment (vocabulary, code, etc.);
- Build your sample (representativeness);
- Negotiate access and maintenance procedures;

Quantitatif sample

If we do a quantitative study, ideally at least 100 answers!

- Hazard sample:
 - simple = random draw from a list of elements of the population.
 - stratified = we divide the population beforehand according to characteristics identified as important (e.g. sex, age, etc.) and draw lots from these categories.
- Clustered sample = a grouping of individuals or units into "clusters" (school, class, factories, etc.). The clusters are randomly selected and then all the individuals in the cluster are interviewed.
- Sample by quota = sample where we identify the characteristics identified as important (e.g. sex, age, etc.) and the number of people we want to meet and we choose people we know who have these characteristics.

How much, if quantitative sample?

- Standardized calculation method (not proportional to the size of the population)
 - Fisher, C. (2010). *Researching and writing a dissertation, an essential guide for business students*. Pearson Education Limited, pp.173_176
- Have a size that allows for statistical analysis (at least 100 individuals)!
- Have a good representation of individuals by categories of analysis

Qualitative sample

Sample with a little of people meet (around 20).

- Sample by quota = sample where we identify the characteristics identified as important (e.g. sex, age, etc.) and the number of people we want to meet (ideally at least 20)
- The "snowball" sample = "referral from one person to another", suitable for "secret" problems, specific subpopulation
- The sample of volunteers = announcement in the newspapers, on the radio, by a message left with an intermediary, etc.

Qualitative: diversification et saturation

- Find a compromise between a certain homogeneity and diversity (specific to each theme)
 - E.g. entrepreneurs in a specific sector of activity but diversified according to age or level of qualification
- Each additional unit is selected to add information, to obtain contrasting information, to fill gaps or to clarify information already collected (principle of diversification)
- Saturation phenomenon: "the collection of information brings no more ideas or new information compared with those which have been found" (cf Bardin, 1980).

Generalisation

- Different for quantitative and qualitative:
 - If quantitative: We start from the sample figures and we assume that it will be the same in the population
 - Integrate margin of error, see calculation of the sample ...
 - Ex: 25% of the students in my sample chose their university studies based on the opinion of their mother, I suppose that it is between 23 and 27% for the whole university
- If qualitative, we cannot extrapolate proportions but dimensions to include in the understanding of a phenomenon (identification of new variables, for example):
 - Ex: list of skills of a leader
 - Ex: list of skills of entrepreneurs

7. Survey

- Draw up a first list of themes to be addressed
 - Look from questionnaires carried out on the same or similar themes (literature review) - see if there are validated questionnaires in the literature (e.g. WOCQ stress measurement)
- check that the questionnaire covers:
 - the dependent variable (what we want to explain)
 - (ex: practices and degree of satisfaction of internet use by entrepreneurs)
 - independent variables (which is assumed to influence DV)
 - (e.g. age, gender, industry, reasons for use, prior knowledge of computers and applications, etc.)
- Get facts (what has been done), representations (what do you think about the reliability of audit data?), Scenarios (what would you do if?), Opinions and attitudes (favorable / unfavorable), values (good / bad), explications (why)

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7. Answers in survey

1. closed questions: the answers are pre-defined.
 - dichotomous
 - polytomous
2. open questions: no predefined answer
3. semi-open questions:
 - a number of predefined responses
 - and an option: "other" or "comments"
4. Opinion questions
 - Strongly disagree strongly agree - 4 or 5 levels)
 - Not at all important at very important - 4 or 5 levels)
5. limit responses if multiple choice (no more than 4 categories)
6. Prioritize: the best: only one choice / if more, coding problem
7. avoid vague expressions: "often, rarely"
8. specify the reference periods (ex: this last year).

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Survey with scenario/ vignette

- We propose cases / scenario and we ask to propose -
 - The nursing home recently welcomed two residents of the Muslim faith. They are both practitioners and wish to practice Ramadan fasting. This implies that they will not be able to eat until after sunset and that they will be eating all day.
 - How do you think Management should react to this request?
 - What is your opinion regarding this request?
 - How do you think your colleagues will react?
 - Do you consider it useful that this scenario be provided for in the residents' regulations or that these situations should be dealt with on a case-by-case basis?
 - Should the work regulations mention the obligation to respect religious practices?
 - Has this ever happened? If yes what happened? do you think it was handled satisfactorily?

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7. Collecting qualitative data

- Direct / semi-directive / free interview
- Individual / Group:
 - Discussion group
 - Round table / Focus group
 - Creativity group
 - Nonimal group
 - Delphi
 - Observation
 - Document analysis

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7. Group method

- Discussion group: discuss one or more broad themes / explore a subject for which the researcher has no frame of reference
- Roundtable / focus-group: explore targeted subjects, explore perceptions, attitudes and behaviors, identify the collective and social processes at play, bring out new knowledge
- Creativity group: proposing new ideas, improvements, solutions to a brainstorming problem
- Nominal group; propose and classify ideas, opinions, problems, solutions - bring out a consensus - formal protocol round table and vote / personal opinion
- Delphi or think thank group: obtain the opinion of experts on objectives, solutions, strategies, forecast - collective process - search for consensus through successive summaries submitted to the group

8. Statistical analysis

- Coding of questionnaires / numbering each questionnaire
- Use data processing software
- Perform complete and relevant statistical analyzes:
 - Xhi2
 - Regression analysis
 - Factor analysis
- Number graph and table,
 - put a title to the graph and to the table,
 - check the data (% , totals),
 - comment on what the graph and table show

Qualitative analysis- content analysis

- Coding:
 - Gather in a file all the extracts that speak of the same theme
 - Ex: work / life balance
 - Cut into sub-themes
 - Ex: private time (leisure,...), domestic time, parental time, etc.
 - Identify the dimensions of these variables
 - Ex: time spent on each task
 - Ex: people involved in the task:
 - Single father
 - Single mother
 - Parents together
 - Others:



8. Traitement données qualitative = tableau

Individu	N°1	2	n
Thema					
Characteristic (sexe, age,)					
Thema 1					
Sous Thema 1.1.					
Sous Thema 1.1.					
Thema 2					



8. Content analysis

- To pay attention:
 - If there is a theme or no theme (the person did not tell you about ...)
 - Direction of a subject and / or opinions (positive, negative, ambivalent)
 - Intensity of a subject or theme (perceived by the person as important or unimportant)
 - Be attentive to co-occurrences (associations of terms or ideas), associations, oppositions, equivalences and / or analogies
 - The search for actors (“we” / “they” - “them / us”)

8. Presentation qualitative research

- Give a number or all people, make a table with presentation of the sample, one line for each people
 - Ex (1, F, 40 ans)
- Put part of the interview with the number
- « the students don't work a lot » (N°4)

9. Discussion of the results

- The most important if you want a grade
- Discussion of the results = comparison of the empirical material with the initial hypotheses, the theoretical framework and the literature review
- If you can't find what you expected, give alternative explanations, extend the existing theory.
- Review of the methods used (effectiveness and limits)
- Action tracks

10. Conclusions

- Summary of the thesis
- Theoretical implications
- Managerial implications
- Critical point of view
- Limitations et suggestions future researchs
- Ethics and sustainable development (voir <http://mythin.hec.ulg.ac.be>)

Last

- Covert page see See <http://mythin.hec.ulg.ac.be/info.php>
- Write the introduction
- Bibliographic references according to the standards published
- Annexes (to limit as much as possible - questionnaire and interview grid, for example)
- Summary (in English and French, 1p. Each),
- Preface (personal motivation, thanks)
- Contents
- Revise the spelling
- Prepare the oral presentation (portfolio for oral competencies)
- Regarder les consignes sur <http://mythin.hec.ulg.ac.be/info.php>

11. Evaluation criteria

- Interest of the theme
- Relevance and clarity of the literature review
- Relevance and quality of research questions and / or hypotheses
- Adequacy and quality of the methodology
- Quality of presentation and analysis of results
- Quality and relevance of recommendations and courses of action
- Readability (plan, structure, argumentation)
- Formal qualities (style, grammar, syntax, bibliographic ref)
- Critical mind