

Methodological recommendation

Sources

The research should use at least 30 (Bachelor) and 40 (Master) sources, of which at least 20% should be foreign literature. Sources will be selected on the basis of relevance and scientific reliability.

Empirical research

- Company analysis: economic/financial analysis of a specific company. In addition, a comparative study based on an economic/financial analysis of benchmark company/industry data that provides an opportunity to examine similarities and differences may be accepted.
- Survey of respondents: The research will require 150 valid responses, collected through a literature-based questionnaire. The content of the questionnaire will be developed taking into account the characteristics of the target population and the relevance of the research questions.
- Business survey: A survey in a business setting should use a proportional sample, taking into account the knowledge of the population. When selecting the sample, it is important to ensure representativeness.
- In-depth interview: In-depth interviews should be conducted with at least 10 people to obtain expert opinions. Depending on the business environment, interviews should be conducted with a sample that is suitable for drawing conclusions.
- Focus groups: Three focus groups should be set up, each with 8 participants. The purpose of focus group discussions is to gain a deeper understanding of the issue and to explore different perspectives.

Length and format

The length of the essay will range from 30-50 pages (basic) to 40-60 pages (master), including the sections from introduction to conclusion. It is essential that the essay includes self-generated diagrams and figures to help visualise the data and present the findings.

References and citation

<https://apastyle.apa.org/instructional-aids/reference-guide.pdf>

These guidelines will ensure that the research is methodologically sound and scientifically valid, thereby contributing to the achievement of the research objectives.

In all other respects, the previous regulations should be used as a guide.

Győr, 26.09.2024.