

Write Right! A Guide to Thesis Management in Social Science

(OPEN TO PUBLIC)



27 & 28 OCT 2022
• 9AM-4PM •
ONLINE
RM400 FOR STUDENTS
RM500 FOR LECTURERS

Thesis writing is one of the most demanding components for every student enrolled in a postgraduate degree programme. The thesis writing process includes choosing the suitable research topics, identifying the problem to be investigated, conducting an extensive literature review, planning for a convincing research methodology, analysing the result rigorously, and finally, communicating the findings to the readers through discussion of the research findings. The main aim of the workshop is to help postgraduate students in the process of writing their research based on every chapter in their thesis. Postgraduate students are encouraged to take advantage of this workshop if they are working on their thesis/ dissertation.

WHO SHOULD ATTEND?

- Postgraduate students of PhD / DBA / MBA / MPhil / MSc
- All interested undergraduate students who are working on their final-year project and currently writing or preparing to write a thesis.
- Early career academicians who are supervising postgraduate students.

PROGRAMME OUTLINE

1. Understand the structure of a thesis/dissertation.
2. Write an effective abstract.
3. Select a right topic and identify research gaps.
4. Choose the right and convincing methodology for the research.
5. Formulate convincing research questions and objectives.
6. Frame a comprehensive literature review.
7. Present the research findings effectively.
8. Deal with expectations of examiners effectively.
9. Cite and manage references effectively.



SCAN ME
TO REGISTER

YOUR TRAINERS

ASSOCIATE PROFESSOR DR CHAM TAT HUEI



Associate Professor Dr Cham Tat Huei is currently the Deputy Dean at UCSI Graduate Business School, UCSI University, Malaysia. Dr Cham is also appointed as a Research Associate for Universiti Putra Malaysia (UPM) and Research Advisor at Institut Koperasi Malaysia (IKMa). He is actively involved in training, consultancy projects and supervision of postgraduate students. His publications are seen in various international journals that include the International Journal of Tourism Research, Journal of Hospitality Marketing and Management, Journal of Hospitality & Tourism Research, Journal of Retailing and Consumer Services, Internet Research, Internet Research, Technological Forecasting and Social Change, Asia Pacific Journal of Marketing and Logistics, International Journal of Bank Marketing, Industrial Management & Data Systems, Computers & Education, Current Psychology, Telematics and Informatics, to name a few. Besides his involvement as an editorial member of several international journals, Dr Cham currently serves as Editor-in-Chief for the Journal of Marketing Advances and Practices and guest editor for the International Journal of Bank Marketing.

ASSISTANT PROFESSOR DR EUGENE AW CHENG XI



Eugene Aw Cheng Xi is an Assistant Professor in Marketing and Head of Research & Postgraduate Studies at the UCSI Graduate Business School, UCSI University, Malaysia. His current research work focuses on consumer behaviour, influencer marketing, branding, and technology marketing. His research has been published in reputable Web of Science (WOS) indexed and Australian Business Deans Council (ABDC) ranked-A journals such as Journal of Advertising, Journal of Business Research, Technological Forecasting and Social Change, Computers in Human Behavior, Internet Research, Information Technology & People, Journal of Retailing and Consumer Services, Marketing Intelligence & Planning, Journal of Hospitality Marketing & Management, International Journal of Contemporary Hospitality Management, Tourism Management Perspectives, among others. Currently, Eugene serves as the editorial board member for Industrial Management & Data Systems, Journal of Computer & Information Systems, Journal of Workplace Behavioral Health, and The Bottom Line.