**PROJECT THESIS / DISSERTATION TITLE**

**ABSTRACT**

The abstract of the project first presents the problem studied, followed by the objectives, the proposed methodology, and the expected results and future implications. The total length of the abstract should not exceed **15 lines in Times New Roman size 10.**

**Keywords: Up to 5 keywords.**

**Modality**

Master's / Doctoral Consortium

(Indicate the type of Project: Master's or Doctoral).

**Presentation Modality**

Virtual or In-Person

1. **Introduction**

It is the general presentation of the work, providing a clear, concise, and objective view of the theme to be studied. The objectives and the rationale are also described. The introduction of the research project can be developed using the following items:

1.1 Contextualization and Delimitation of the Study/Problem

Contextualization of the Theme and Delimitation of the Study/Problem: insertion of the research problem into the state-of-the-art and the empirical context to be studied up to the formulation of the research question. It is highlighted that the introductory chapter of the qualification project, in addition to being consistent and logical, needs to demonstrate the academic's depth, clarity, and mastery regarding the theme to study. It situates and delimits the research problem within the scope of the chosen reality. As the academic contextualizes the research theme and establishes the scope of their study, approaching their research problem, they are in the process of delimitation, that is, defining their focus of investigation. This will allow them to conclude the section with the presentation of the research question that will guide the entire process and the definition of the theoretical and methodological line.

1.2 Justification

The justification constitutes a fundamental part of the research project. It is at this stage that it is justified why the project should be done. It is important to present the theoretical gaps that support the project proposal.

1.3 General and Specific Objectives

Definition of objectives: the general objective is the final purpose of the research; the specific objectives detail the general objective, that is, describe the manner and the sequential stages through which it will be achieved.

1.4 Theoretical, Managerial, and Social Contributions

The project's contribution to knowledge (theoretical/managerial or practical) and to society (social) should be evidenced, that is, in what sense the execution of such a project will subsidize the existing scientific knowledge and society in general or specifically.

1.5 Novelty/Originality (Only for Thesis Projects)

The thesis project must clarify its novelty and/or originality, requiring deep knowledge and theoretical updating on the chosen theme. Such deepening can be achieved from the literature review and other means of investigation, aligned with the characteristics of the phenomenon/subject to be studied. Concerning novelty and originality, what stands out is the proposition of something new, which has the capacity to surprise, to enable new understandings in relation to the activity of identifying opportunities and, consequently, contribute to science.

1. **Theoretical Foundation**

Present seminal works and the most recent scientific works available that deal with the subject or provide theoretical and methodological support for the development of the research project. This is also where the main concepts and technical terms to be used in the research are explicitly stated. Also called "state of the art," the literature review demonstrates that the researcher is updated on the latest discussions in the field of knowledge under investigation. The following structure is suggested:

2.1 Present the main theoretical argument(s)

2.2 Foundation and definition of the key constructs of the project

2.3 Theoretical Model, Propositions or Hypotheses

1. **Methodology**

This chapter should specify the set of methods and techniques used to carry out the project. The approach method relates to the theoretical conception used by the researcher, while the procedure method relates to the specific way in which the object will be worked on during the research process. Along with the methods, the research techniques, which are the specific instruments that help achieve the desired objectives, must be described. In this part, in addition to what has already been mentioned, the samplings (population to be researched), the location, the relevant elements, the experiment planning, the materials to be used, the data analysis, in short, everything that details the path you will tread to materialize the research should also be indicated.

3.1 Approach (example: qualitative, quantitative)

3.2 Research Method or Strategy (example: Primary data survey, Case Study, Grounded Theory, etc.)

3.3 Data collection technique (example: Survey, In-depth Interview, Observation, etc.)

3.4 Data analysis technique (example: Multivariate Analysis, Content Analysis, Discourse Analysis, etc.)

**Schedule**

Present the schedule of the phases planned for the project, showing its feasibility within the expected time frame.

**Bibliographic References**

Present the sources of information cited throughout the text in a complete and standardized form, following the ABNT or APA normalization.

The suggested structure aims to provide a logical and coherent organization of the content, but authors can adapt it according to the specificities of the study, aiming at the proposition of high-quality projects that enrich the scientific debate. However, the projects must be submitted in PDF format and not exceed 20 pages, including references, figures, and tables. Times New Roman font size 12 and single line spacing should be used.

Respect throughout the work the APA or ABNT formatting chosen, as well as the specifications and formatting guidelines provided in the announcement with the submission norms for projects to the Master's and Doctoral Consortium.

**Doubt:**

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