Executive Summary (Summarize the entire report in one page)

1. Introduction

- Introduce the topic

- Importance of the topic, what is interesting about this topic

2. Literature Review and Hypotheses (use 2.1, 2.2 etc. as subheadings)

- at the end of this part you should provide the graphical model labeled as “Theoretical Framework”.

3. Methodology (use 3.1, 3.2 as subheadings)

-Sampling

-Measures

4. Hypotheses Testing

- For each hypothesis, provide the hypothesis at first, followed by SPSS outputs and interpretation

5. Discussions (use 5.1, 5.2 as subheadings)

- Theoretical Implication (Whether your result is in line with previous researchers. If result deviates, what may be the causes)

- Managerial Implications (Discuss for each of the findings what are the implications for the company. Provide recommendations)

6. Limitation of the study

- Mention limitation of the study such as sample size, sampling method, cost, time etc.