

Master of Business Administration for International Students, Ming Chuan University

Thesis Format and Example for IMBA

1. Binding Order and submission

Thesis should be bound in the order as below:

- (1). Front Cover
- (2). Book Spine (**Appendix B**)
- (3). Verification letter from the Oral Examination Committee (both Chinese and English)
- (4). Acknowledgments (**Appendix D**)
- (5). Abstract (**Appendix E**)
- (6). Table of Contents (**Appendix F**)
- (7). List of Figures (**Appendix F**)
- (8). List of Tables (**Appendix F**)
- (9). Thesis body
- (10). References (**Appendix G**)
- (11). Appendixes
- (12). Explanation of Symbols (if necessary) (**Appendix H**)

2. Regulations of Thesis Format

(1) Text size and paper requirement:

- a. The thesis should be printed on A4 paper (210mm * 297mm). (Appendix A)
- b. Margins: Every page of your thesis must have the following margins: Top: 2.5cm, Left: 3cm, Right: 2cm, Bottom: 2.5cm. (Appendix A)
- c. Font: The thesis body should be in English; written from left to right and row by row. Foreign resources quoted should be noted in original language by parentheses.
- d. Pagination: (1) Use Roman numerals (I, II, III, IV, V, VI...) to number the pages from English Abstract to **List of Tables**. (2) Use Arabic numerals (1, 2, 3...) to number the rest of the pages. (3) Leave 1cm for page number at the center in the bottom.
- e. Front cover: Include school name, the title of the thesis, full name of the department or graduate program, student's name, advisor's name and the date of graduation. For students applying for graduation in July, August, please print Year **, June on the front cover. (**Appendix C**)
- f. Hardbound cover: Please bind your thesis on the left hand side. The front hardbound cover should include all the contents of the front cover.
- g. Thesis approval sheet has to be signed by your adviser and the director of the research institute after the oral exam.
- h. Verification letter from the Oral Examination Committee should typewrite (not in handwriting) including your name, department name, thesis topic and the date of oral exam. Binding it in your thesis after being signed by the oral examiners, your adviser and the director of the research institute.

(2) Upload the e-file to <http://cloud.ncl.edu.tw/mcu/> After uploading, the “Letter of authority of thesis in E-file” will appear. Print 3 copies of it.

(3) Acknowledgments: see **Appendix D**.

(4) Abstract: It should include purposes, sources, methods and results of the research should be noted in one page about 500 words. (**Appendix E**)

(5) Table of Contents: Arrange it according to the “Binding Order” mentioned.

(6) List of Figures and Tables: Number all the figures in sequential order.

(7) Thesis body:

- a. Chapter and section Number: Use “CHAPTER ONE, CHAPTER TWO.....” to number chapters and use “1.1, 1.1.1, 1, (1), a, (a) etc” for sections depending on their order. For example,

CHAPTER THREE

RESEARCH METHOD

(All Capital, Size 18, Boldface, Center)

3.1 XXXXXX XXXXX XXXXX(size 16, boldface, Left)

3.1.1 XXXXXX XXXXX XXXXX (size 14, boldface, Left)

1. XXXXXX

(1) XXXXXX

a. XXXXXX

(a) XXXXXX

b. Chapter Titles and Section Order:

(a) Chapter number and name should be at the top and center of the page.

(b) Section and paragraph numbers should be at the left side of the page.

c. Line Spacing: Set “1.5 lines” between lines. Use single space under the name of the chapter.

d. Alignment: Justified.

e. Word Spacing: Standard.

f. Between paragraphs: .05 line, (2 lines)

g. Font type: Type of “Times New Roman, Calibri, Cambria”, and Chapter content size 14. Reference size 14. Line Space: 1.5 lines, Between paragraphs Space: 2 lines.

h. Mathematical Expressions: Number each formula with parenthesis according to their order in the thesis. For example below:

$$\partial C/\partial(RPP) = H - \left[\sum_{D=RPP/S}^{\infty} f(D) \right] bA/Q \quad (35)$$

$$\partial C/\partial Q = H/2 - \sigma S A/Q - \left[\sum_{D=RPP/S}^{\infty} (SD - RPP) f(D) \right] bA/Q^2 \quad (36) \text{ when}$$

(35)and (36)=0, we obtain the best condition result:

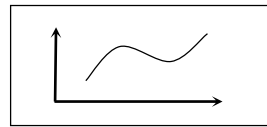
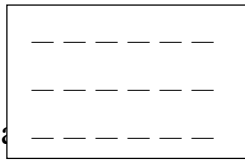
i. Footnotes :

- (a) Use footnotes to make incidental comments, amplification, or acknowledgements.
- (b) Number the footnotes in order and put the numbers on the upper right corner of the related words or sentences. Number the footnotes consecutively within the same chapter and start over in new ones.
- (c) Mark the footnotes with their assigned numbers on the bottom of the page. Use a line to separate the main text and footnotes. You can use the bottom of the next page if the space is not enough. A sample is as follows:

For other problems, which are apparently even more difficult,

NP - complete ²

²The authors are grateful to M. L. Fisher and B. J. Lageweg for their useful comments.



j. Figures and Tables Management:

- (a) Table number and name should be above the tables; figure number and name under the figures. Reference sources and comments should all be put under the tables and figures.

Table 1 ×××××

Figure 3 ×××××

Reference sources : ××××

Reference sources : ××××

- (b) Texts inside tables or figures should be typed, not written.

- (8) Referencing: All references should be listed individually on a new page after the main text. English references should order in front of the Chinese references and sorting by letters of the alphabet. Chinese references should be sorted by numbers. (**Appendix G**)
- (9) Appendixes and Questionnaires: Copious data, materials, figures, tables and so forth can be put in a new page as Appendixes.
- (10) Instruction of Notification (Explanation of Symbols): List and explain all mathematical notations or any other particular notations used in the thesis in one page. It is not necessary to number the notations. (**Appendix H**)
- (11) Number of Copies:
- To department office: Depending on the regulations of each department.
 - To MCU Library: Depending on the regulations of library.

3. In-text Citations

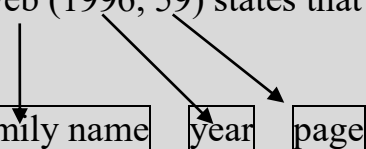
(1) Write **short direct quotations** (between 3 and 40 words) with **one author**

- a. Copy the words exactly from the original source.
- b. Add “double quotation marks” around the copied words.
- c. Include the **family/source name, year and page number**

Example:

Tayeb (1996, 59) states that “in all societies the majority of people want to do well”.

Author's family name year page



Or “In all societies the majority of people want to do well” (Tayeb, 1996, 59).

(2) Write **short direct quotations** with **two authors**

Example:

Bean and Papadkis (1998, 218) say that “over popular support for the welfare state remained strong between 1985 and 1990”.

Or “Over popular support for the welfare state remained strong between 1985 and 1990” (Bean and Papadkis, 1998, 218).

(3) Write **short direct quotations** with **more than three authors**

List the first named author followed by et al. which means ‘and others’. Note the use of the full stop after ‘al’.

Example:

First time show:

In the process approach “management performs the functions of planning, organizing, leading and controlling” (Wasserstein, Zappula, Rosen, Gerstman, and Rock, 2003, 49)

Wasserstein, Zappula, Rosen, Gerstman, and Rock (2003, 49) wrote “management performs the functions of planning, organizing, leading and controlling”, the process approach.

Second time show:

In the process approach “management performs the functions of planning, organizing, leading and controlling” (Wasserstein et al., 2003, 49).

Wasserstein et al. (2003, 49) wrote “management performs the functions of planning, organizing, leading and controlling”, the process approach.

(4) **One author quoted in the work of another (direct quotations)**

When you want to use a direct quote found in another source include the **original author's name**, the words **cited in**, and the **secondary source's**

name, year and page number.

Example:

Original author

secondary source author

page

Midooka (cited in Putnis and Petelin, 1999, 74) said “communicative behaviours can be influenced by cultural values.”

(5) Write **indirect quotations (paraphrases and summaries)**

- a. Change the original source words into your own words.
- b. Summaries include: **family name and year.**

Example:

One author:

Lomas (1998) concerned about Australia’s transportation policies.

Two authors:

Lomas and Greenberger (1998) concerned about Australia’s transportation policies.

Three or more authors

First time show:

Lomas, Greenberger, Redfox, and Bulesky (1998) mentioned that Australia government must serially concerned transportation policies.

Australia’s transportation policies must be serially concerned by government (Lomas, Greenberger, Redfox, and Bulesky, 1998).

Second time show:

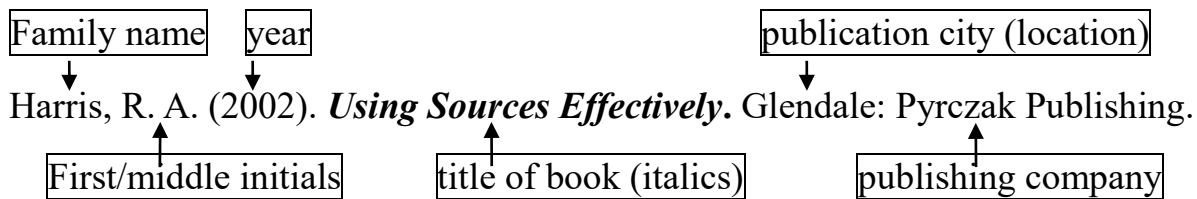
Lomas et al. (1998) mentioned that Australia government must serially concerned transportation policies.

Australia’s transportation policies must be serially concerned by government (Lomas et al., 1998).

4. The Reference List

- Write the reference list in **alphabetical order** by family/source name.
- Names in your reference list **must be the same as** names in the in-text citations.

(1) One author (**from books**)



(2) Two authors (**from books**)

Note that for the second (and subsequent) authors, the initials are written in front of their family name.

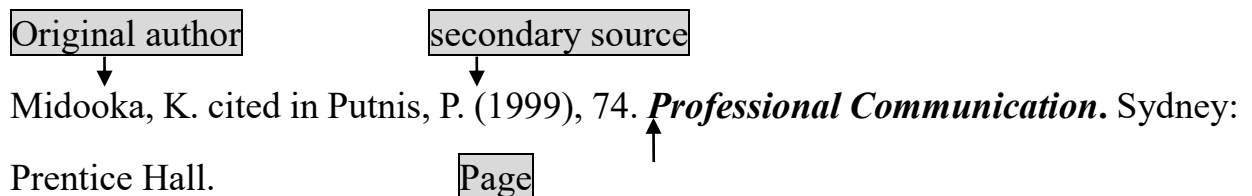
Purdie, N.M., and Smith, D.W. (1999). *Case Studies in Teaching and Learning*. Sydney: Prentice Hall.

(3) Authors unknown (**from books**)

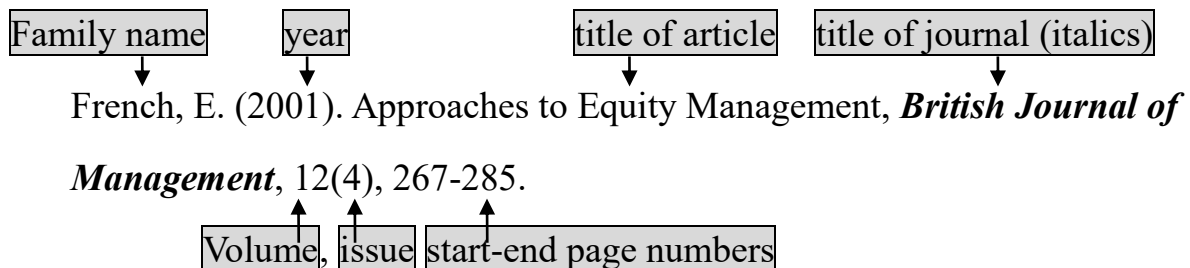
Use the title in italics. Example below:

The Macquarie Dictionary. 1999. West End: Herron Publications.

(4) One author quoted in the work of another (**from books**)



(5) Journal article



1. Holbrook, M. B., and Schindler, R. M. (1989). Some Exploratory Findings on the Development of Musical Tastes, *Journal of Consumer Research*, 16(3), 19-24.

2. Pullig, C., Simmons, C. J., and Netemeyer, R. G. (2006). Brand Dilution: When Do New Brands Hurt Existing Brands? *Journal of Marketing*, 70(2), 52-66.

(6) Newspapers

Family name	year	title of story	name of newspaper
↓	↓	↓	↓

Alexander, M. B. (2003). Charter a Course for Green Units. *Sunday Mail*, December 7, 13.

Di Rado, A. C. (1995). Trekking Through College: Classes Explore Modern Society -Using the World of Star Trek. *Los Angeles Times*, March 15, A3.

(7) Websites

Epsicokhan, J. J. (2004). Confessions of a closet trekkie. Retrieved October 12, 2009, from *Jammer's Reviews*, Web site: <http://www.jammersreviews.com/articles/confessions.php>.

Book

Author, A. A. (1993). *Book Title*. (2nd ed.), Location: Publisher.

1. Aaker, D. A. (1991). *Managing Brand Equity*, New York: The Free Press.
2. Davis, S. M., and Dunn, M. (2002). *Building the Brand-driven Business: Operationalize Your Brand to Drive Profitable Growth*, New York: The Free Press.
3. Engel, J. F., Blockwell, R. D., and Miniard, P. W. (1990). *Consumer Behavior* (14th ed.), Orlando: Dryden Press.

Parts of Books

Some books are a collection of chapters by various contributors. You cite them the same way as above, but the chapter is cited first (with the title not in italics), followed by the details of the book in which it appears.

e.g.

Grimshaw, R. and Templeton, R. (1995). Aspects of engineering services in design and development. In: Waterhouse, M. and Crook, G. (eds.) ***Management and business studies in the Built Environment***, New York: The Free Press.

Report or Governmental Publish

Author, A. A. (1990, June). ***Report Title***, Symposium Title, Place, xx-xx.

1. Chen, Y. K. (1976). ***A Network Approach to the Capacitated Lot-Size Problem***, Unpublished Manuscript, The Wharton School, University of Pennsylvania, Philadelphia, USA, 1-10.
2. Cook, S. A. (1971). ***The Complexity of Theorem-Procedures***, 3rd Annual ACM Symposium, Theory of Computing, 151-158.
3. Hungerford, N. L. (1986). ***Factors Perceived by Teachers and Administrators as Simulative and Supportive of Professional Growth***, Unpublished Doctoral Dissertation, State University of Michigan, East Lansing, Michigan.
4. Lichstein, K. L., Johnson, R. S., Womack, T. D., Dean, J. E., and Childers, C. K. (1990). Relaxation Therapy for Poly-pharmacy Use in Elderly Insomniacs and Noninsomniacs, In T. L. Rosenthal (Chair), ***Reducing Medication in Geriatric Populations***, Symposium Conducted at the Meeting of the First International Congress of Behavioral Medicine, Uppsala, Sweden.

Conference or Thesis or Dissertation

Author, A. A. (1990, June). *Report Title*, Symposium Title, Place, xx-xx.

1. Chen, Y. K. (1976). *A Network Approach to the Capacitated Lot-Size Problem*, Unpublished Manuscript, The Wharton School, University of Pennsylvania, Philadelphia, USA, 1-10.
2. Cook, S. A. (1971). *The Complexity of Theorem-Procedures*, 3rd Annual ACM Symposium, Theory of Computing, 151-158.
3. Hungerford, N. L. (1986). *Factors Perceived by Teachers and Administrators as Simulative and Supportive of Professional Growth*, Unpublished Doctoral Dissertation, State University of Michigan, East Lansing, Michigan.
4. Lichstein, K. L., Johnson, R. S., Womack, T. D., Dean, J. E., and Childers, C. K. (1990). Relaxation Therapy for Poly-pharmacy Use in Elderly Insomniacs and Noninsomniacs, In T. L. Rosenthal (Chair), *Reducing Medication in Geriatric Populations*, Symposium Conducted at the Meeting of the First International Congress of Behavioral Medicine, Uppsala, Sweden.

Accepted by Journal Reviewers but not printed (Published)

Author, A. A., Author, B. B., and Author, C. C. (in press). Title of Article, *Title of Periodical*.

1. Auckerman, M., and Kieffer, S. C. (in press). Race Differences in Face-ism, *Journal of Personality and Social Psychology*.

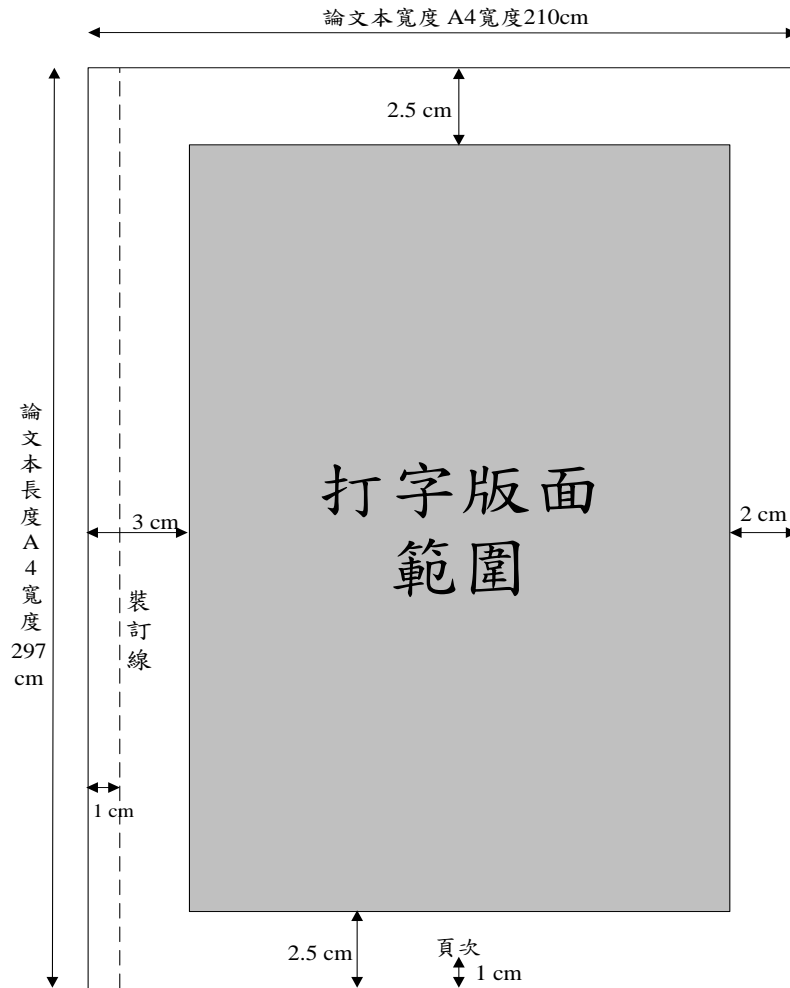
Web Resource

1. Emmons, G. (2005). Turning On the Tap: Is Water the Next Oil? Retrieved October 18, 2005, from *HBS Working Knowledge*, Web site:

[http://hbswk.hbs.edu/item.jhtml?id=5049ett=globalization.](http://hbswk.hbs.edu/item.jhtml?id=5049ett=globalization)

Appendix A

Text size and Typing Range



Appendix B Book Spine

Department of Business Administration
Ming Chuan University

A Comparison of Influential Factors for Buying Decision between
Different Ethnic Groups: a Study in Indonesian Donut Market

By **Pandya Dhaneswara**
June 2016

Appendix C

Ming Chuan University
Department of Business Administration

**Impact of Human Resource Management Practices on
FPT Corporation's Performance**

Advisor: Chang-lung Hsieh, Ph. D.

謝昌隆 博士

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Business Administration

By Le Thi Van Anh

黎氏雲英

June, 2007

Appendix D

ACKNOWLEDGEMENTS

I wish to acknowledge the help of several individuals because without their assistance, guidance, and understanding this research would not have been possible. Firstly, I am very grateful to my advisor Dr. Hsieh Chang Lung. His patience, time, and commitment, in addition to his constant encouragement, effort, constructive comments, support, and individualized attention were a major source of inspiration. I learned many of the best parts of research from him. Thank you for trusting in me. The other members of my committee were also great assets. Thanks to Mr. Bui Quang Ngoc, Mr. Tran Trong Hung from FPT for their precious comments and helps to collect data for this thesis.

I wish to give my sincerest and deepest gratitude to my family, my younger sister, my honey and all of my sweet friends for their encouragement, and great support. I love you all my dears.

To all my classmates especially to Jenny, Thu, Neeraj, Bere, Lananh, and my relatives, I appreciate your contribution, encouragement, and support.

I would also like to thank those who agreed to participate in this study. The generous contribution of their time and experience made this study a reality.

May 2009

Le Thi Van Anh

Appendix E

ABSTRACT

This study examined the Impact of Human Resource Management (HRM) Practice on FPT Corporation's Performance. The impact of HRM practices has become popular in recent years, for reviews, see Appelbaum, Bailey, and Kalleberg (1994); Huselid (1995); and Ichniowski et al. (1994). The literature included studies focusing on the performance effects of specific HRM practices, such as training (Bartel, 1994; Knoke and Kalleberg, 1994) and information sharing (Kleiner and Bouillon, 1988), and researches examining the influence of systems of such practices on organizational outcomes (Huselid, 1995; Huselid and Becker, 1994; Ichniowski et al., 1994; MacDuffie, 1995). In this study, the HRM practices included employee recruitment, employee training, and incentive compensation. This study examined how these three skills affect FPT Corporation's performance.

Questionnaires were given personally to 400 managerial and non-managerial employees in all over 15 member companies of FPT Corporation; there were 375 questionnaires returning, in which 320 completely responses were used for the statistical analysis. The collected data were computed and analyzed through factor analysis, Cronbach's alpha, descriptive statistics, correlation, and multiple regression analysis.

The findings of the study were generalized as follows: (1) The HRM practices including recruitment, employee training, and incentive compensation were applied fairly good in FPT Corporation, (2) These HRM practices affected significantly FPT Corporation's performance. The most significant influence was incentive compensation variable.

Key Words: HRM practices, Firm performance, Recruitment, Employee Training, Incentive Compensation Financial Performance, and Employee Perceived Organization Performance.

Appendix F

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Appendix G

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1. Aaker, D. A. (1991). *Managing Brand Equity*, New York: The Free Press.
2. Assaker, G., Vinzi, V. E., and O'Connor, P. (2011). Examining the Effect of Novelty Seeking, Satisfaction, and Destination Image on Tourists' Return Pattern: A Two Factor, Non-Linear Latent Growth Model. *Tourism Management*, 32(4), 890-901.
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12. Costa, P. T., Jr., and McCrae, R. R. (1992). *The NEO-Personality Inventory Manual*. Odessa, FL: Psychological Assessment Resources Inc.
13. Davis, S. M., and Dunn, M. (2002). *Building the Brand-driven Business: Operationalize Your Brand to Drive Profitable Growth*, New York: The Free Press.
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Appendix H

Instruction of Notification (Explanation of Symbols)

SIM : stress induced martensite

σ^{P-M} : critical stress to induce SIM

γ : surface tension force

$\Delta\mu$: chemical potential gradient

Ω : atomic volume

T.D. : theoretical density