

# Writing your Thesis: A Friendly Guide

## *Prospectus*

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## Book Description

*Writing your thesis: A friendly guide* fits a gap in the market for a concise essential textbook that begins at the very beginning of the academic research journey.

This short, user-friendly book responds to two related trends and obstacles in education: 1) the scarcity of time and resources to supervise students who are not familiar with the fundamentals of academic research design; 2) the increasing number of time-challenged, mid-career adults attending non-residential degree programs. These practitioner-researchers expect to earn a degree, but most do not intend to become career academics with a specialized knowledge of research methods.

The *Friendly Guide* is unique in the research handbook market in three ways:

- It follows the process through which research papers are actually written.
- Worksheets and reflection sections help the student build a thesis block by block.
- The design enhances self-efficacy and psychological safety, preparing the student to cope with the human dynamics that play a role in the writer's journey.

*Writing your thesis: A friendly guide* is particularly adapted to use in modular, non-residential MBA, doctoral, and executive MA programmes. Each chapter takes students through a logical developmental process, punctuated by practical examples and worksheets that help build a

research paper step by step. The book is ideal for independent study and/or virtual classroom contexts and makes supervision sessions more efficient. It also supports a flipped classroom approach, meaning less class time devoted to technical details, and more time for presentations and discussion of work in progress.

Students will eventually “outgrow” *Writing your thesis: A friendly guide* and should be able to move on with confidence to take full advantage of advanced research handbooks specific to their field.

## About the authors

Elizabeth Florent Treacy PhD is a Senior Lecturer and Thesis Director at INSEAD, France. She currently is a member of the core faculty team for INSEAD’s Executive Master in Change programme. She has supervised hundreds of thesis projects, and has written or co-authored seven books, and dozens of academic and practitioner research publications.

Caroline Rook PhD is a Lecturer in Leadership at Henley Business School, UK. Caroline teaches on the Research Skills modules for all MBA Programmes and the MA Leadership at Henley Business School. She has been supervising MA, MBA, PhD and DBA theses for a number of years at various business schools.

Dr. Florent Treacy and Dr. Rook have also advised MA and doctoral-level program directors and supervisors about designing more efficient, and maybe even more pleasant, research journeys for students. *Writing your thesis: A friendly guide* was developed over more than a decade of teaching and supervision at INSEAD and Henley business schools. The authors can provide a suggested teaching plan on request and are able to consider revisions to increase relevance for specific courses.

## Formats

*Writing your thesis: A friendly guide* is available in paperback and e-book. The paperback is full sized (A4 / Letter), facilitating use as a notebook. The e-book version includes features such as language translation and annotation. E-book worksheets and reflection exercises can be completed digitally, saved and shared electronically with supervisors and peers. An audio version of several introductory and concluding chapters is also available to encourage student engagement.

E-book version is available through KORTTEXT:

<https://store.kortext.com/ebook/writing-your-thesis-9781916200227>

For access to a free e-book inspection copy, and information on paperback availability, contact [Elizabeth.Florent@insead.edu](mailto:Elizabeth.Florent@insead.edu)

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