



# RESEARCH

TEXAS TECH

Rawls College of Business

## Rawls Undergraduate Research Program

### Program Description

Undergraduate research is one of the keys to growing Rawls College as a leading, research-based business school, and its success depends on the support of our world-class faculty. Developing the research skills of undergraduate students by partnering them with Rawls research-active faculty members supports one of the most important aspects of Texas Tech's mission to advance knowledge through impactful research. During the Rawls Undergraduate Research Program (RURP) program, Rawls Faculty mentors take on the responsibility of teaching students important research skills while faculty members benefit from the student's fresh insight and inquiry into their areas of study.

### Undergraduate Mentees Call for Applications

Prospective mentees **must be full-time Rawls College undergraduate students.** The program is intended to last **9 months, from September 2025 until May 2026.** Mentees must remain engaged in guided research activities including, but not limited to, coding, transcription, focus group and survey development, data visualization and data analysis. The assigned research activities should support scholarly or creative projects, a pilot project, a specific part of a larger project, or be designed to provide preliminary data for future research.

For the 2025-2026 cycle, the Rawls College of Business seeks to gather a cadre of **mentees who will commit to the following duties:**

- Dedicate at least 3-4 hours per week to work on their project during the fall and spring semesters.
- Meet with assigned research mentor at least once per week.
- Attend at least one research skill-building workshop each semester. Qualifying workshops such as the Responsible Conduct of Research and Scholarship training, Endnote, R, SPSS, research methodology, coding languages, data management, and data visualization are typically offered through [TTU Library Services](#).
- Present their research at the spring [TTU Undergraduate Research Conference](#).
- Submit a 10-page final project report with the following elements:



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Section	Target length*	Purpose & Key Content
<b>1 Title Page</b>	— (not counted)	Title (clear & specific), student & mentor names, institution, program, semester, word count.
<b>2 Abstract</b>	½ page (≈150–250 words)	Snapshot of the whole study—problem, method, core findings, and one-sentence implication. Write last, read first.
<b>3 Introduction / Problem Statement</b>	1 page	<ul style="list-style-type: none"><li>• Context &amp; significance of the topic</li><li>• Research gap or practical need</li><li>• Clear statement of objectives/research question(s).</li></ul>
<b>4 Literature Review &amp; Theoretical/Conceptual Framework</b>	1½–2 pages	<ul style="list-style-type: none"><li>• Thematically organized synthesis of key works</li><li>• How prior findings inform the current study</li><li>• Definition of concepts &amp; variables</li><li>• (If relevant) the theory guiding hypotheses.</li></ul>
<b>5 Research Question(s) and/or Hypotheses</b>	½ page	List numbered RQs/Hs; link each back to lit-review logic.
<b>6 Methodology / Materials &amp; Methods</b>	1–1½ pages	<ul style="list-style-type: none"><li>• Research design (qualitative, quantitative, mixed, experimental, archival, etc.)</li><li>• Data sources and sampling</li><li>• Procedures/protocols</li><li>• Analytic techniques or software</li><li>• Ethical approvals (IRB) if applicable.</li></ul>
<b>7 Results / Findings</b>	2 pages	<ul style="list-style-type: none"><li>• Concise presentation of data—tables/figures labeled, text highlights key patterns</li><li>• For qualitative work: themes with illustrative quotes</li><li>• For quantitative: descriptive stats, test statistics, p-values / CIs.</li></ul>
<b>8 Discussion</b>	1–1½ pages	<ul style="list-style-type: none"><li>• Interpret findings in light of literature &amp; theory</li><li>• Explain surprising results</li><li>• Practical or scholarly significance.</li></ul>
<b>9 Conclusion &amp; Implications</b>	½ page	<ul style="list-style-type: none"><li>• Summarize contribution in 2–3 sentences</li><li>• Concrete recommendations for practice/policy or future studies.</li></ul>



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<b>10 Limitations &amp; Future Research</b>	$\frac{1}{2}$ page	• Methodological or scope constraints • How a next study could address them.
<b>11 References</b>	$\approx 1$ page (not in 10-page count if allowed)	Consistent style (APA/Chicago/IEEE as program specifies). Ensure every in-text citation appears here and vice-versa.
<b>12 Appendices (optional)</b>	—	Detailed survey instruments, extended data tables, IRB letter, code snippets, etc. Include only if needed; refer to them from main text.

## Completion of the RURP Program

Each mentee completing the program in both the fall and spring semesters (September 2025 to May 2026) will get assigned a Pass/Fail grade. A Pass grade will allow the mentee to receive a Business Research Micro-credential with a **value of 3 credits** per [O.P. 30.10](#) “Conversion of Alternative Non-credit Activity to Semester Credit Hours.”

In addition, the **top three performing mentees** will receive the following awards:

- 1<sup>st</sup> Prize: \$5,000 for the mentee plus a plaque titled “Rawls Undergraduate Research Award” to commemorate and celebrate the efforts of the student in developing their research skills.
- 2<sup>nd</sup> & 3<sup>rd</sup> Prizes: \$2,500 for each undergraduate mentee awardee.

To apply to become a mentee, fill out the [application form here](#). The application window will end on **August 1, 2025**.