

How to choose a topic?



2025/2026



„A topic is necessary for research and thesis writing. The research topic is the specific goal that the candidate will undertake in their research activities, using their existing knowledge and methods.”

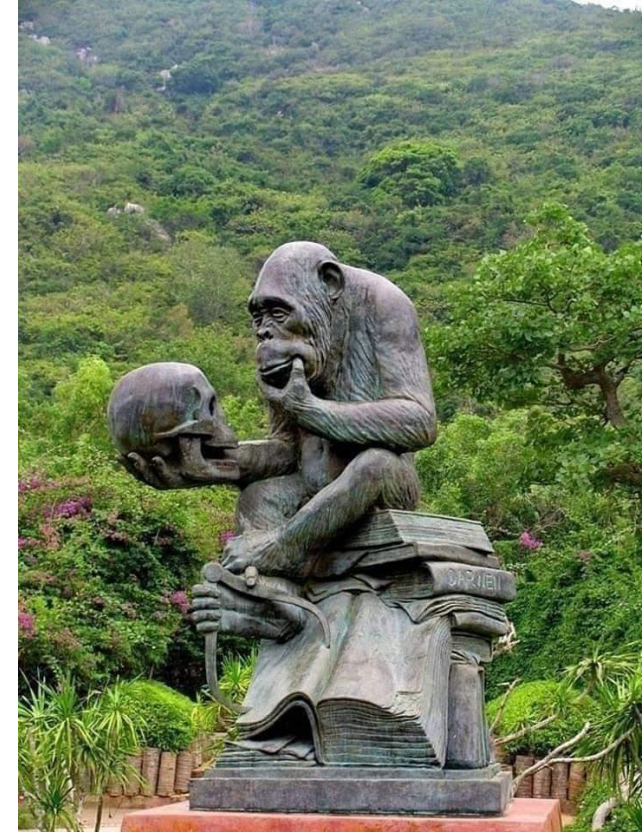
(Majoros, 2006, p. 15.)*

Why is it necessary?

Study and Examination Regulations

74. § (2)

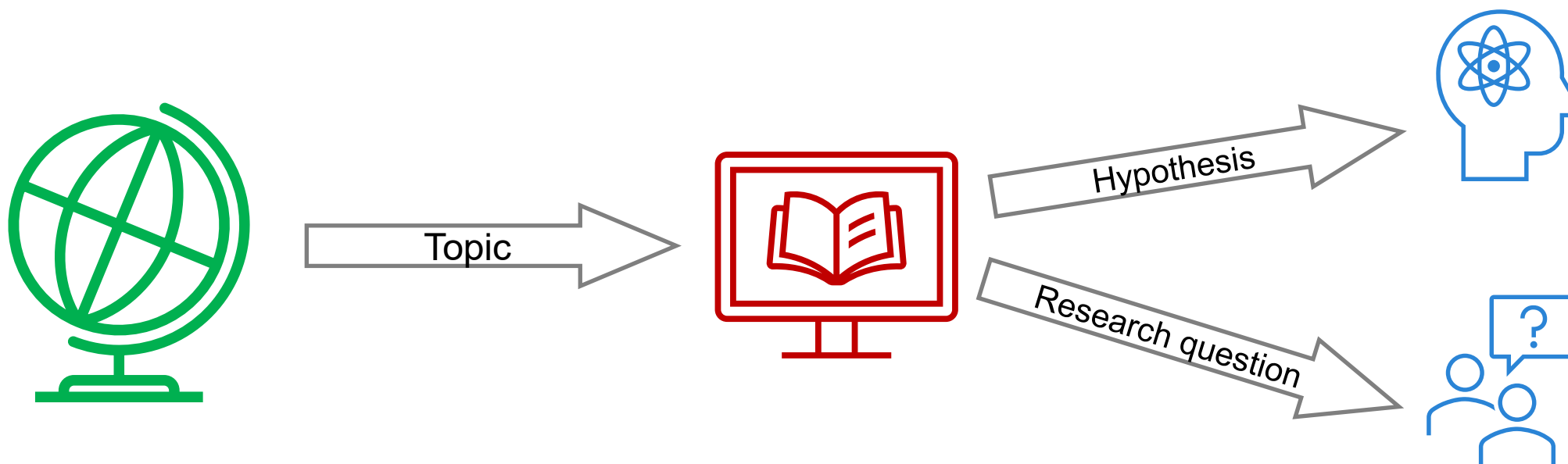
The aim of the thesis is to **demonstrate the student's knowledge and professional expertise in a topic of his/her own choice**, in collecting scientific data related to the chosen topic, in systematising, analysing and processing them, in discussing the chosen phenomenon or problem, in developing hypotheses, in solving problems, in analysing alternative hypotheses, in reasoning and refuting counter-arguments, and in expressing his/her thoughts, views, positions and statements in a coherent, consistent manner that is sophisticated in terms of language use.



Point 1. of evaluation

The topic selected for the thesis should be relevant to the field of study, raise relevant and professional questions, and provide justification for these questions. The significance of the topic should also be interpreted in an international context.

From topic to research question



For the chosen theme, do a preliminary literature search looking for topic(s) about which

- have not yet been written or have been written little;
- have been discussed from another angle/point of view;

Criteria of topic choice – the student

Fields of interest



As you have to work on it for months, it's worth choosing a topic that you are interested in and that you enjoy working on.



Do you have any personal motivation that makes you want to explore a topic in greater depth?

(It has to be explained in the introduction.)



You can choose almost anything that meets the criteria of a thesis:

- experience gained from practice,
- personal interest,
- connection with other (sub)sciences.

If nothing of the above-mentioned work, contact the person in your department in charge of the thesis.

Preparedness

Always choose a topic for which you have

- enough professional knowledge, 
- appropriate theoretical and practical education 



We can only state this if we can put the question or problem into context and analyze it adequately without acquiring new knowledge.

Criteria of topic choice – the topic

Authenticity

Try to choose a topic that does push you to solve a problem, that

is **relevant** and **actual** (not only hyped!), meaning

- not over-discussed => it has some history and/or precedent, but it still has content to research, questions to answer, problems to solve;
- timely and important;
- reflects your professional interest and attitude.

Has **theoretical power**, meaning, the received answers and results can be „regularised” or „legalised”.



Novelty



Examine whether the answers and/or results add something new to the already existing knowledge of the field.



If you choose a topic that has already been discussed, see if you can examine the question from another point of view or angle, if you can reframe the problem.

Topic hunting – it is not the base of our research

Websites of conferences or professional events



Professional and institutional repositories



Scholarly articles



Experts' blog, vlog, podcast



Criteria of topic choice – the sources

Accessible

When choosing a topic, always check the resources whether:

- there is enough background material, as there has to be **relevant** theory presented to
 - explore causes and effects;
 - examine behaviour of the (said to be) general laws in practice;
- theory and practice must reflect back and forth;



- there is an appointed contact person at the firm where you conduct your research who provides us with all the necessary data and sources.

Managable

Check if the full text is accessible

- in the language you speak;
- in the form(at) you can handle;
- for free or you have to pay for it, and within reach or you have to travel to receive it;



Criteria of topic choice – time



Always save **enough time** for

- a thorough research, literature research, and process
- a possible replanning of a delay or a deadline modification
- the process and analysis of questionnaires/surveys, interviews



The dates in the calendar are much closer to each other than they seem at first!

Criteria of topic choice – the ONE

Once you have found your own research topic, see if it meets the criteria of a thesis:

What do you undertake to write it? 

Is your research question open?  

Is your research question/hypothesis answerable through research? 



Topic hunting – where to search?

Conferences, events, and research tenders

National Research, Development and Innovation Office (NKFIH) – [Hungarian and international events](#)

[ConfWatcher](#) by RePec

[All conference alert](#)

[Economics Virtual Seminar Calendar](#) by RePec Ideas

EconBiz [events](#)

[Cordis](#) – EU Research & Development projects

[EU Funding & Tenders](#)



Podcasts, blogs

YouTube – [podcasts](#)

Apple podcasts – [Business](#) ; [Climate](#)



Reporitories

[Corvinus Research](#) – OA publications of CUB researchers and professors

[Corvinus Theses](#) – accepted and defended theses of CUB students

[OpenDOAR](#) - quality-assured, global Directory of Open Access Repositories



Journals, magazines

[E-journal databases subscribed by CUB](#)

[The Economist](#)

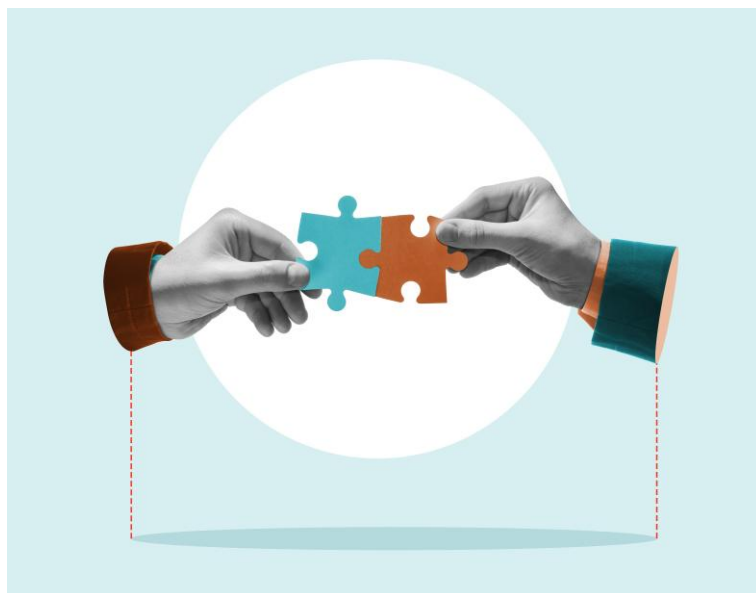
[The Financial Times](#)



...if you still haven't found what you are looking for...



...consult with your professor(s) or...



Thank you for your attention!

Please, evaluate this lecture by scanning the
QR code. Thank you!



erzsebet.nyitrai@uni-corvinus.hu