

PIRM-Thesis

Restitution Report on the thesis's results for the External Partner

As stipulated in Article 8 of the PIRM-Thesis Agreement signed by the parties, the research results must be presented in a Final Report (text or PowerPoint presentation) which must be approved by the supervisor before final delivery to the external partner, to be carried out within the agreed deadline.

The output, drafted in accordance with the guidelines of this template, should be approximately **3-5 pages long (maximum 10)**.

For any questions, please contact: thesis.pirm@usi.ch

General information Student – Name and Surname:

Thesis title:

Supervisor:

External Partner:

Type (e.g. start-up, SME, corporation, non-profit):

Area (e.g. marketing, operations, product, CSR):

Contact Person – Name and Surname, Role:

Abstract

Outline a brief abstract illustrating the context of the research and the challenge addressed, formulated as a research question (or questions). The text must highlight the link with the Sustainable Development Goals (SDGs) and include the following elements:

- **Research question(s)** and any sub-questions;
- **Methodology**: approach and tools used;
- **Results**: summary of findings;
- **Conclusions**: final considerations and analysis of how the research contributes concretely to the achievement of the SDGs that are the subject of the thesis research.

Context analysis

Analyse the current state of the partner organisation and the relevance of the challenge addressed in the thesis, highlighting the role of sustainability (social, environmental, economic). This involves highlighting the role of sustainability (social, environmental, economic) and indicating the relevant Sustainable Development Goals (SDGs).

In this section, it is necessary to define the scope of the research by specifying:

- **Geographical scope:** e.g. Ticino, Swiss, European market;
- **Time frame:** reference period for the data analysed;
- **Target:** customer segments or stakeholders involved;
- **Exclusions:** aspects not covered and reasons why.

Conclude the section by stating the research question(s) and any sub-questions.

Methodology

Describe the research methodology used (e.g. qualitative, quantitative, mixed methods, literature review). You must justify your choice of research methodology, specifying the validity of the analysis tools (interviews, surveys, focus groups, desk analysis, etc.).

If you need to include graphs, tables, images, etc., please specify the following information:

- Data/sample selection criteria (if relevant)
 - a. Who was involved, in what quantity, and according to what logic.
- Risks and limitations of the chosen method
 - a. Indicate any limitations related to the method (representativeness, context or data collection, limited access, tight deadlines, bias),
 - b. mention if and how they were mitigated.
- Ethical aspects and informed consent
 - a. Methods of obtaining consent,
 - b. Anonymity and processing of personal data,
 - c. Responsible use of the information collected.

Description of results

Explain and discuss the main findings of the research, supporting them, where appropriate, with graphs, tables and images to facilitate understanding of the analysis.

If necessary for the purposes of the thesis, include any additional notes (e.g. good practices observed, insights, elements that may require further investigation, etc.).

Conclusions and possible considerations

Finally, draw conclusions from the research results, specifying how it was possible to contribute to achieving the SDG objective that was the subject of the research.
