Mohamed Khider University of Biskra

Faculty Economic Sciences, Management and Commercial Science
first-year Master of Business Management & RHM

Course: Methodology of Graduation Thesis Preparation.

Lecture N 03

Characteristics of a Good and Attractive Research Title

Dr nourhane groun

Nourhane.groun@univ-biskra.dz

Introduction :

The Research Title is the first element that attracts the reader's attention and reflects the overall quality of the study. A well-formulated title does not merely introduce the topic but also communicates the scope, focus, and academic value of the research. Therefore, mastering the skill of writing a clear and attractive research title is essential for every researcher.

The research title is not merely a formal requirement but a scientific tool that reflects the identity and value of the study. The clearer, more precise, and more attractive the title is, the greater the likelihood that the research will be read, cited, and accepted.

First: What Is a Research Title?

A Research Title is a concise and precise statement that expresses the core idea of the study. It reflects the main topic, key variables, and when necessary, the temporal, spatial, or human scope of the research.

Second: Importance of the Research Title

The research title:

1. Creates the first impression about the quality of the research.
2. Helps readers quickly understand the focus of the study.
3. Facilitates indexing and retrieval in academic databases.
4. Clearly identifies the research field and specialization.

Third: Difference Between Research Topic and Research Title

Many students confuse the Research Topic with the Research Title, although each serves a different function in scientific research.

The Research Topic answers the question What do I want to study? while the Research Title answers How will I study this topic and within what limits?

1. Research Topic

The research topic represents the general area or broad field of interest. It expresses the overall theme without detailed specification.

Characteristics of the Research Topic:

- Broad and general in scope.
- Does not necessarily define variables or relationships.
- Represents the initial stage of the research process.
- Can be addressed by more than one study.

Examples:

- Digital Transformation
- Organizational Performance
- Artificial Intelligence in Organizations

2. Research Title

The research title is a precise and focused formulation of the research topic after narrowing it down and defining its variables and context.

Characteristics of the Research Title:

- Specific and accurate.
- Clearly identifies the main variables and their relationship.
- Reflects the objectives of the study.
- Distinguishes the study from another research.

Example:

The Impact of Digital Transformation on Organizational Performance in Public Universities

Fourth: Characteristics of a Good and Attractive Research Title

1. Clarity:

- The title should be clear and easy to understand.
- It should avoid ambiguity and unnecessary complexity.
- should avoid using words that are vague or have multiple meanings

2. Accuracy:

- The title must accurately reflect the actual content of the study.
- It should not be misleading or exaggerated.

3. Conciseness:

- The title should be brief without losing meaning.
- Ideally, it should range between 10–15 words.

4. Specificity:

- The title should precisely define the research focus.
- It should clearly identify the main variables and their relationship.
- When applicable, it should specify the Target Population.

The target population may include:

- Professional groups (e.g., doctors, teachers, managers).
- Institutional settings (a specific organization, university, or sector).
- Social or age groups (adolescents, university students, elderly people).

Specifying the target population enhances the human scope of the study and increases methodological precision.

5. Attractiveness:

- The title should be engaging and encourage the reader to continue reading.
- Strong academic terms such as Impact, Role, Effect, Influence may be used appropriately.

6. Objectivity

- The title should be free from personal opinions or value judgments.
- It should not present predetermined results.

7. Consistency with Research Methodology:

- The title should align with the research problem, objectives, and questions.
- It should reflect the type of study (descriptive, analytical, experimental).

8. Use of Proper Scientific Terminology:

- The title should rely on academically accepted concepts.
- It should avoid informal or vague expressions.

A research title is attractive if it is clear, concise, specific, scientifically worded, and sparks the reader's interest in the content of the study.

Fifth: Types of Research Titles

1. **Descriptive Titles**: Describe the research topic without indicating relationships.

Example: Digital Transformation in Public Organizations

2. Relational Titles: Indicate a relationship between two or more variables.

Example: The Relationship between Organizational Culture and Innovation

3. Explanatory Titles: Focus on impact, role, or effect.

Example: The Impact of Artificial Intelligence on Decision-Making

Sixth: Common Mistakes in Writing Research Titles

- Excessive length.
- Overgeneralization.
- Use of unfamiliar abbreviations.
- Including research results in the title.
- Lack of consistency between the title and the research content.

Seventh: **Steps for Formulating a Good Research Title**

1. Clearly identify the main research topic.
2. Determine the key variables.
3. Specify the context or scope, if necessary.
4. Draft several possible titles.
5. Select the most clear, accurate, and attractive title.